

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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STEEL ORDERS PRESAGE HIGH AUTO OUTPUT

No Recession in Present
Maximum Con-
templated

PITTSBURGH, Nov. 25.—Automobile manufacturers expect no change in their present high rate of production in the next few months if orders being placed for 1926 delivery with steel mills here, are any indication.

Most makers had covered as heavy a tonnage of sheets as possible under the old prices and the sheet trade expected buying would not be heavy following the opening of books here at advances of \$2 a ton. However, American Sheet and Tin Plate booked 5,000 tons of automobile sheets last week and volume throughout the sheet industry has been large.

One large automobile manufacturer has ordered 25 per cent. more sheets for 1925 delivery than ever before in its history. Shipments so far in November have been greater than any previous entire month.

A few automobile people expect a slight recession in production in December, but a sharp pick-up in January. Buick, Willys-Overland, and Dodge are operating at high rates. Cadillac has pushed production to such a point that it is now turning out 125 a day.

Studebaker's production has shown some decline. Nash, which has been running above its rated capacity for months, has curtailed its output slightly, but the increases shown by other makers have more than offset these reductions. The new Ajax cars manufactured by Nash in the old Mitchell plant are being received well by the public.

American Sheet and Tin Plate is operating at 88 per cent. of capacity in the sheet department. Tin plate production is down to 83 per cent., due to mills being out for repairs, but resumption at a rate higher than 85 per cent. is expected within two weeks.

Big tin plate orders for 1926 have not been actually closed, but schedules of requirements have been placed in the mills' hands, so that the actual orders merely represent a formality.

AUTOMOTIVE MECHANICS IN KANSAS ORGANIZING

Topeka, Kan., Nov. 25.—State labor leaders profess no uneasiness because of the organization at Chaney, Kan., this week of a National Association of Automotive Mechanics. This organization, they say, is an outlaw organization and is not recognized by the International federations. All auto mechanics are being organized, they say, but they are being made members of the International Mechanics' Association with separate working rules.

DELCO-LIGHT OVERSEAS
New York, Nov. 25.—Since Delco-Light began its overseas business, five years ago, the total value of Delco-Light electric light and power plants, water pumps, washing machines and Frigidaires sold overseas is in excess of \$10,000,000, according to an announcement by the General Motors Corporation.

Production of Crude Oil Shows Slight Increase

NEW YORK, Nov. 25.—American Petroleum Institute estimates domestic crude oil production in week ended November 21 averaged 2,051,850 barrels daily, increase of 12,750 over preceding week.

Crude oil imports averaged 143,571 barrels daily, against 132,714 in the preceding week. Receipts of California crude and refined oils at Atlantic and Gulf Coast ports averaged 94,143 barrels daily, against 17,571 in the previous week.

Domestic crude oil production last week was 295,050 barrels, or 12.5 per cent. below the year's

Week ended	Southern California	All California	Total U. S.	1924 Daily Average
1925:				
Dec. from peak	45.7%	26.7%	12.5%	
Nov. 21	359,500	639,000	2,051,850	1,963,600
Nov. 14	364,000	644,500	2,039,100	1,941,050
Nov. 7	368,000	648,500	2,067,550	1,935,550
Oct. 31	370,500	651,000	2,063,850	1,944,100
Oct. 24	376,500	653,000	2,096,250	2,010,450
Sept. 17	388,500	669,500	2,133,050	2,041,450
Sept. 10	394,000	673,000	2,138,850	2,038,500
Aug. 3	395,500	669,500	2,114,400	2,005,100
July 26	393,500	667,500	2,111,750	1,987,700
July 19	381,500	655,500	2,115,150	1,977,700
July 12	380,000	656,000	2,153,000	1,992,550
July 5	378,500	661,500	2,152,350	1,968,550
June 28	347,000	635,000	2,329,350	1,983,800
May 21	335,000	623,000	2,346,900	1,983,400
May 14	303,000	596,000	2,182,850	1,949,050
April 7	306,000	598,000	1,931,300	1,915,000
March 31	312,000	603,000	1,944,450	1,916,450
Feb. 24	310,500	595,500	1,941,600	1,915,000
Jan. 17	322,000	607,000	1,965,250	1,884,050

*Peak of production. †Peak in 1924.

high of 2,346,900 barrels daily established in week ended May 30.

Following table shows daily production (in barrels) of southern California, the entire state and total in the United States the first of each month to November, with weekly figures since then and domestic output for corresponding weeks last year. Percentage of decline from peak is shown at the head of each column:—

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Ford Seeking Old Patent Office Models

WASHINGTON, Nov. 25.—Henry Ford is among the applicants for some of the 150,000 old patent office models now being sorted by a commission authorized by Congress.

Mr. Ford wants to preserve models of mechanical engineering devices for study, and Prof. Carl N. Mitman, a member of the commission and curator of engineering at the Smithsonian Institution, is collecting these for him.

Reclaiming Plant To Triple Output

Akron, O., Nov. 25.—Officials of the Akron Rubber Reclaiming Company of Barberton have announced their decision to add two more units to their factory which will practically triple the production of the plant.

C. E. Bishop, factory manager, says that the plans will increase the capacity of the plant to twenty more tons per day and will necessitate the addition of more employees which will bring the total up to 300. B. O. Etling, president and treasurer of the company, confirmed Bishop's statement saying that the improvements, were decided upon at a recent meeting of the board of directors.

The plans call for an extra floor to be added to the warehouse, a large steel trestle to be built inside the factory which will take care of loading material on cars and numerous other factory improvements which will increase the efficiency of the plant. The machinery which will be purchased for the new units will cost in the neighborhood of \$400,000.

SELLS GARAGE FOR \$225,000

Chicago, Nov. 25.—The Allied Garage, at 920 Taylor St., has been purchased by Jacob Schuster from Lawrence Matz for a total consideration of \$225,000.

Olds Reports Best October Business

Special from A. D. N. Detroit Bureau
Detroit, Nov. 25.—D. S. Eddins, general sales manager Olds Motor Works, reports the best October business in twenty-seven years of the company's history. He has just returned from a trip through the southeastern section of the country, where he found that business conditions were in excellent shape. Buying is active in all lines, and automobiles of the more popular makes are being freely taken.

Olds Motor Works has leased a large warehouse in southern Georgia, to which trainloads of Oldsmobiles are being shipped from the factory. From the warehouse they are driven to points in Florida by dealers in that state. This system was established in order to overcome the conditions created by the Florida demand and the present railroad embargo.

Sees Big Year in Auto Export Ahead

Toronto, Nov. 25 (U. T. P. S.). K. T. Keller, general manager and vice-president of the General Motors Corporation of Canada, predicts that 1926 will be the biggest year in Canadian automotive history in the matter of exports to Europe. Mr. Keller has just returned from a seven-weeks' tour of Europe in the interests of his company.

He found after a visit to the Olympia Motor Show in London that the English manufacturer of motor cars was more and more adopting the style of build in the American-made cars.

During his stay in Europe, Mr. Keller visited Denmark, which, he declares, has practically recovered from the effects of the great war. Germany is slowly recovering, states Mr. Keller. He reports that the buildings in Germany are badly in need of repair and that extensive painting operations are now under way.

Nash Establishes New Shipment Mark

Kenosha, Wis., Nov. 25.—The Nash Motors Company established a new all-time record on the number of car shipments for the first ten months of the year 1925, according to a statement made by E. H. McCarty, director of sales for the company. A total of 76,959 cars shipped during that period shattering all previous records by a wide margin, eclipsing shipments for the full twelve months of the previous year by 35 per cent. The year 1924 established the first long-time record of the company.

FIRE ENGINE CO. PLANS EXPANSION

American-La France Is
Considering Increased
Production

NEW YORK, Nov. 25.—American La France Fire Engine Company is considering plans for raising additional working capital to provide for increased volume in the commercial truck and bus branches of its business which have been developing rapidly.

It is planned to increase facilities at the company's new plant at Bloomfield, N. J., to provide for production of around 1,000 buses and trucks next year. The manufacture of municipal fire engine apparatus is carried out at the principal plant in Elmira, N. Y.

While financial plans have been only informally discussed, it is expected that the additional capital will be raised by offering rights to common shareholders to subscribe to additional common around \$12 a share, probably on a basis of one new share for two held.

Company has outstanding \$4,000,000 of 7 per cent. preferred and 345,000 shares of \$10 par common stock as well as \$2,000,000 of short term 6 per cent. notes due October, 1926.

Rapid development of the company's business is indicated by additional capital which has been subscribed in past few years. In January, 1924, common stockholders purchased 50,000 shares of common at par and in November last year \$1,000,000 of 7 per cent. preferred stock was offered at \$100 to both preferred and common stockholders. Common stock has received regular dividends of \$1 or 10 per cent. annually since 1920.

HERCULES PLANT TO BOOST THEIR FORCE AFTER JAN. 1

Evansville, Ind., Nov. 25.—The operating force of the Chevrolet and Ford motor truck body building department of the Hercules Corporation plant will be maintained at its present number of 400 men until January 1. C. S. Sanford, plant superintendent, has announced. After that date it is proposed to increase the operating personnel to about 600 men, thereby bringing production from 125 bodies to 175 bodies a day. The great bulk of production is now devoted to Chevrolet and Ford bodies besides a few Graham truck bodies, according to Sanford.

RESEARCH WORK BY GOVT. EXPERTS YIELDS RESULTS

Experiments Conducted
In Various Auto-
motive Methods

Special from A. D. N. Washington Bureau

WASHINGTON, Nov. 25.—Investigation of automotive engines costing the government \$31,472, co-operative fuel research, tire testing, performance of automobile brakes, and investigation of rubber from Haiti is described in the annual report of the United States Bureau of Standards, submitted today to Secretary of Commerce Hoover by Director George K. Burgess.

"The development of the work of the bureau should keep pace with the growth of the nation's activities," says Director Burgess. "The bureau's work is all for the public welfare and if the bureau is to give maximum service to the citizens of this country its facilities must be extended."

Director Burgess particularly recommends determination of experimental data needed "in relation to" uniformity of practice, especially for public utilities and the regulation of automotive traffic. Among activities which could be extended to advantage, he points out, are the simplification of housing programs, testing of precision instruments for manufacturers and users, experimental research as related to standards of measurements, and determination of the quality of materials, testing methods and the performance of machines.

In co-operation with the American Petroleum Institute, National Automobile Chamber of Commerce, and the Society of Automotive Engineers, the bureau is completing a study of the factors affecting crank case oil dilution and engine starting.

It is shown in the report that dilution depends primarily upon the average temperature of the cylinder walls, the volatility of the fuel and the average fuel-air ratio. Thus, a basis is furnished for improvement of engine design and operation, the report points out.

In the investigation of starting, the influence of many factors was examined, including fuel-air ratio, jet size, jet location, spark advance, fuel volatility, amount of throttling, amount of choking, temperature of jacket water, and temperature of entering air.

In connection with the formulation of a safety code for automobile brakes and brake testing, the stopping ability of about 500 cars, including trucks and buses, was measured by the bureau's experts. These measurements were obtained from cars in ordinary service in several cities, with the result that tentative requirements for stopping distances have been adopted by a committee which is preparing the safety code.

A study was made of the effect of fillers used in rubber compounds on the energy loss in solid rubber tires. Two special balloon tires were so constructed that their energy loss was 100 per cent. higher than those of usual construction.

AUTO INSURANCE HEAVY PRODUCER

Premiums Amount to
Big Figure Annually,
Report Shows

CHICAGO, Nov. 25.—Automobile insurance produces annual premiums of more than \$250,000,000, according to the special committee of the Association of Insurance Agents, appointed to the proposition of wholesale insurance at the annual meeting of the organization last month.

The committee, of which Thomas C. Moffatt of Newark, N. J., is chairman, has prepared a statement intended to present in a general way some of the questions that seem to be involved in the present automobile controversy.

It is pointed out that the overlapping of the policies issued by fire and casualty companies presents a difficult problem to agents in soliciting and handling automobile insurance. In addition, the compulsion exercised by the state or financial interests results in difficulty in underwriting and agency practices.

In this connection it is pointed out that "fire companies and agents are now facing a demand from automobile manufacturers for wholesale fire and theft insurance at a uniform and apparently lower rate than that of the Automobile Conference." The statement of the committee holds that "the system in vogue in the majority of cases of wholesale insurance disregards the service provided by the agent and deprives him of the opportunity of presenting to the buyer the necessity for casualty lines." In view of this, it is asserted, "casualty companies should be intensely interested in what the fire companies may do with regard to the wholesale insurance schemes."

The committee maintains that if the present system of rating individual cars is correct, there is no occasion for group insurance when cars are not under the same ownership or operated for the benefit of the same employer. Observation shows that only fleets which are producing a better experience than normal are the ones that are specifically rated, so that in the long run there could be no equalization of the loss cost over all owners with a fleet of cars under their control.

On this phase of the proposition the committee makes the following statement: "The thought here has been directed in particular to group insurance as indulged in by some companies. If the members of automobile clubs, if the members of a society, if the employees of a bank or the employees of a manufacturing concern are entitled to a preferential rate because their coverage is combined in one policy, certainly the individual similarly engaged who does not enter into the group is entitled to the same treatment. The demand from the public is not so much for group insurance as it is for a lower rate and recognition of an individual's ability and carefulness in the operation of his car."

Emphasis is laid on the point that "when 80 per cent. of the new cars purchased are sold upon the installment plan a tremendous resistance is encountered against selling necessary liability, property damage and collision insurance, because the payment of the premium comes due at the same time that the deposit is made on the car and usually finds the assured unable or unwilling to make a further outlay."

San Francisco, Nov. 25 (U. T. P. S.).—The Paige Company of northern California announces that 423 new Jewett automobiles were sold in California during October, an increase of 41 per cent. over

Chevrolet Schools for Service Work Doubled

Special from A. D. N. Detroit Bureau

DETROIT, Nov. 25.—Chevrolet service instruction schools are being doubled in number, as the result of the work of the service promotion department of the Chevrolet Motor Company in establishing a uniform standard of service to Chevrolet owners throughout the country.

Before the first of the year it is expected that twenty of these schools will be in operation. J. P. Little, manager of parts and service for Chevrolet, has joined and co-ordinated the field force of his service promotion division with the service schools. Formerly the two were operated independently; now seventy-five men are engaged in the joint work of school instruction and service promotion.

At the schools separate courses of one week each are given for mechanics, service foremen and service station owners. The mechanics work in model shops, under skilled instructors. With precision equipment they are shown the quickest and most efficient way of performing all service operations. Courses for the service foremen are slightly more comprehensive. The courses for service station owners go into such detail as shop layout, service department administration,

maintenance of parts stock, flat rate system accounting, and so on.

"We are all working together," says Mr. Little, "to establish and maintain standard service. After a dealer has once seen a model Chevrolet shop in operation at the school, he is usually 'sold' on its advantages to himself. When a service promotion representative calls on him a little later he is perfectly willing to rearrange his service department in accordance with one of several Chevrolet model plans and to install the latest, specially designed Chevrolet precision tools. He knows that such a move will lower his costs and increase his volume of business. The popularity of the plan among our dealers is best evidenced by the fact that this department is several weeks behind right now in the work of installation."

Engineers Entering Ford School Here

Special from A. D. N. Detroit Bureau

DETROIT, Nov. 25.—Twelve engineers from Czecho-Slovakia are the first group of foreign students to enter the Ford School of Technology, following its approval by the Department of Labor as an immigrant school. These students, who have been sent by their government to spend two years in studying the Ford industries, were admitted to the United States, despite the fact the immigration quota from their country had long been filled.

The type of passport carried by these young men entitles them to remain here for one year, with the option of renewal. It is understood that most of the party will exercise this option. Nine of them are university graduates.

In a communication to officials of the Ford Motor Company the Czecho-Slovakian government stressed particularly the importance of instructing the visitors in the operation and maintenance of tractors, as well as automobiles.

Bus Exposition for Next May Planned

Special from A. D. N. Detroit Bureau

DETROIT, Nov. 25.—Attendance at the first national motor bus show, which closed on the night of November 21, totaled 14,364. Of this number there were 4,470 paid admissions. The remainder were made up of school pupils on the opening day and special delegations from the large automobile plants, which appeared on the several nights during the week of the show.

The attendance, especially the number who paid, is considered highly gratifying by the officials of the show committee. They worked but six weeks in staging the exposition, and did not expect any unusual public participation in the show in this initial venture. Arrangements are afoot for a similar and larger exposition of buses next spring, possibly in May.

MORE AUTOS IMPORTED INTO IRISH FREE STATE

Dublin, Nov. 25 (U. T. P. S.).—

The number of private autos imported to the Irish Free State during July was 86,592, as compared with 89,241 in July, 1924. The number imported for the first seven months of 1925 was 507,787, against 553,479 in the corresponding period of 1924.

Bus Laboratory For Graham Bros.

Evansville, Ind., Nov. 25.—

Graham Brothers have taken over the brick building at North Garvin Street and Stringtown Road, until recently occupied by the Evansville Planing Mill Company for the building of motorbus bodies, and will equip it as an experimental engineering department on bus body design, J. S. Merchant, assistant secretary, has announced.

The building was constructed last year by the Grahams at a cost of about \$25,000.

The establishment of the new bus body engineering department here marks preliminaries to more extensive operations by the Grahams in the motor bus building field. It is proposed to increase the motor bus department from 1 to 5 per cent. of the total production schedule, C. S. Sanford, executive assistant to President Joseph B. Graham, announced.

FORDS BY BOAT RELIEVE FLORIDA R. R. EMBARGO

Tampa, Fla., Nov. 25 (U. T. P. S.).—Faced with a serious shortage of cars because of the railroad embargo, Ford men in this district got together in concerted action by wiring the factory at New Orleans, insisting that cars be sent by water. Quick returns resulted in the form of the first water shipment, which consisted of fifty cars and fifteen tractors, sent by a freighter.

Other water consignments, plus a weekly delivery arranged from the New Orleans plant, are helping to relieve the situation here, and Ford dealers are particularly interested in the rumor that Henry Ford will establish a boat line of his own to this city at an early date.

Another rumor is that preliminary steps are quietly being taken toward establishment of a Ford assembly plant just outside the city limits.

NEW GOODYEAR BRANCH AT MEMPHIS READY SOON

Akron, O., Nov. 25.—Announcement has been made that the Memphis branch of the Goodyear Tire and Rubber Company will move into new quarters January 1, when a two-story concrete block structure built by the company will be ready.

With 20,000 square feet of floor space, improved display, office and storage facilities, the latest company-owned branch unit is expected to serve the Memphis needs for some time to come.

Edsel Ford Director In Springwells Bank

Detroit, Nov. 25.—Edsel Ford, president of Ford Motor Company, is interested in another new bank, which is shortly to be opened. He is director in the Bank of Commerce of Springwells, Mich., which has been organized by the principal officers of the National Bank of Commerce, Detroit, with \$200,000 capital and \$400,000 surplus. The bank will open about December 1.

This is the second bank Edsel Ford has become identified with in the past half year. He is a director, and was one of the prime organizers, of the Guardian Trust Company of Detroit, which opened its doors July 7.

SO. AFR. AWAITS AUTO PRICE CUTS

Public Delays Buying
Expecting Further
Reductions

Johannesburg, Nov. 25 (U. T. P. S.).—Following on reductions in the prices of cars in America, new figures are being quoted on many makes, among which are Hudson, Dodge and Cadillac. Price reductions in America are reflected here in a very little while, as a rule, unless dealers have large stocks on hand.

The public seems to think that car prices will be further reduced, and this has led to a noticeable slackening in sales. Prices at the coast are generally between \$50 and \$100 less than those inland, the difference being due to rail transport.

Dealers in South Africa are not as overstocked as those in New Zealand are reported to be, and the position remains good.

Used cars are a bit of a drug on the market, and most dealers are endeavoring to get away from trade-in sales. However, there are some dealers who are making a specialty of used cars, and keep departments specially for them.

Spencers Motor Company, Ltd., Oldsmobile dealer for the Transvaal, announces that it will take second-hand cars in part payment for new Oldsmobiles.

However, the cars taken in part-payment are subject to the closest examination. When purchased, they are reconditioned, and the used-car merchandise thus sold by the firm is high grade.

While there are some dealers who have uncomfortably large stocks of used cars on hand, the position, taken generally, is fairly clear.

Officials Discuss Auto Problems

Denver, Col., Nov. 25.—A meeting of the county clerks from the sixty-two counties of the state of Colorado was held last week in the state capitol. The meeting was called primarily to discuss motor vehicle questions.

Ralph Fishel of the Norton Buick Company of Denver, and one of the sponsors of the Colorado title law spoke on co-operation between the dealers and the county clerks in order to prevent the sale of stolen cars and to facilitate the proper issuance of title.

Raymond M. Young, publisher of Automobile Registration Review, took up the subject of the relation of the county clerk to the planning of advertising appropriations, and sales promotion work in Colorado.

Carl Milliken, secretary of state, was chairman of the meeting, and addresses were made by Gov. Morley, Col. Peck, in charge of forest affairs, and others.

STUDY LUBRICANT OIL MANUFACTURE

Federal Mines Bureau
Now Investigating
Processes

Special from A. D. N. Washington Bureau

WASHINGTON, Nov. 25.—The Federal Bureau of Mines is making an intensive study of the methods of manufacture of automotive lubricating oils, the total production of which amounted to 1,154,000,000 gallons last year.

The government wants to find out why lubricating oil of high quality can be made from almost any crude petroleum but because of differences in their chemical nature it is often easier to make lubricating oils from some crudes than from others.

At least 75 per cent. of the lubricating oil manufactured in the United States is made from crude oil that contains paraffin wax, so called "paraffin base" or "intermediate base" crude. Separation of wax from oil is considered a difficult and expensive process, yet many progressive refiners consider wax a necessary evil.

The price received for finished paraffin wax is frequently less than the total cost of recovering and refining it, it is pointed out. However, the expense of separating crude wax from the lubricating oil is a large part of the total cost, so that actual refining of wax is usually profitable, it was stated at the Bureau of Mines.

The work is being conducted under the direction of L. D. Wyant and L. G. Marsh under a co-operative agreement between the bureau and the state of Oklahoma.

Finance Companies To Be Combined

Long Beach, Cal., Nov. 25.—Favorable action has been decided upon toward consolidating the Empire Acceptance Corporation of this city with the parent organization, the Empire Finance Corporation of Los Angeles.

The Empire organizations specialize and finance only Ford products through authorized Ford dealers, and maintain offices in the principal Western cities, including San Diego, Los Angeles, Sacramento, San Francisco, Phoenix, Salt Lake City, Long Beach.

MOVIES TO SHOW MAKING OF STUDEBAKER AUTOS

South Bend, Ind., Nov. 25 (U. T. P. S.).—Movie directors, camera men and all the trappings of the motion picture industry are moving through the Studebaker plants composing a travel picture of the building of a car from the moment when the raw iron and steel, wood and other materials are unloaded from freight cars on through all the manufacture till the finished car comes from the assembly line under its own power.

A conspicuous feature of the travel picture will be airplane views of the plant taken from planes owned by a local flying company.

BLANKET CERTIFICATE IN OHIO AROUSES CARRIERS

Akron, O., Nov. 25.—A blanket certificate has been granted Buckeye Special Transit Company to operate on an irregular schedule anywhere in state. Steam, electric and bus operators will join forces to oppose the commissioners' action, and a bitter campaign is evident. This is the first ruling of its kind ever made in the state and is protested by every common carrier in Ohio.

Dealers See Good Season Ahead for New Car Sales

LONG BEACH, Cal., Nov. 25.—Interviews with representative car dealers disclose the fact that all dealers are looking forward to a record selling period during the balance of November and December.

If car sales are any criterion of general business conditions, then this territory must be in a prosperous condition for, according to the manager of the Nash-Nicolls Motor Company, the company's sales for October and the first part of November are far ahead of any period since the boom days of 1923.

"If we could get the deliveries as fast as we can sell the goods," says the Nash-Nicolls manager, "we would put out more cars than at any time since I have been in business. As it is, we are slow on some models, such as the two-door sedan and sport roadster."

Ford

Representative of the new car conditions in the outlying territory is the report of Lawrence Newner, Ford dealer of Bellflower, who states that the sales of his concern for the first week in November exceeded the same week of November, 1924, by 100 per cent. He reports that sales on the two-door sedan are coming in so rapidly that he is three months ahead of deliveries.

Chevrolet

Ray Jaquette, Chevrolet dealer of Bellflower, reports his sales as being exceptionally good.

"My sales record so far in November is almost as great as for the entire month of November, 1924, with prospects that the pace already hit will continue for the balance of the month."

Sales Hold Up Well In Elizabeth, N. J.

Elizabeth, N. J., Nov. 25.—The Elizabeth branch of the Studebaker Sales Company of Newark reports sales of new cars exceptionally good for this time of year.

"This has been the best November we've had in sales since 1922," stated J. W. Conger, branch manager. He said, further, that sales so far this month are twice the number made last month, which were slightly below normal for that time of year. He reports the Standard model coach their best seller, with very little demand for the open models at this season.

Chevrolet

Mr. Kerr of the Moore-Kerr Chevrolet Sales Company reports that sales so far this month have held up to the mark made during the same period last month, which was an exceptionally good month for them in comparison with the October sales for previous years.

Hudson-Essex

The Woodruff Motor Sales Company, Hudson and Essex dealer, report sales for this month to be practically on a par with its October business, which was one of its best months this year. Mr. Woodruff stated that he anticipated this buying market to continue as strong right through the winter months.

Buick

Union County Buick Company reports increased sales for November over those of last month, which it attributes to recent price reductions all along the line and to the added improvement and greater values offered in the Buick line. The most popular model with the buying public has been the master model coach, followed by the master sedan. The standard closed models have also met the public's approval, the firm reports.

FLINT

The Elizabeth branch of the Newark - Flint Company reports that sales of new cars so far this month show a slight lead over the record for October. The company reports that 90 per cent. of the

Big Year in Store for Boise Auto Dealers

Boise, Ida., Nov. 25.—Auto dealers in Boise Valley are preparing for a big season, with the announcement of the state department of agriculture that crops in this region will be worth more than any time since the war boom days. The total value of farm crops in Ada and Canyon counties, with a population of approximately 70,000 persons, is estimated at \$7,850,000, or more than \$1,000 for every man, woman and child in the valley. These figures do not include \$3,000,000 for dairy crops.

sales were of the sedans, models 55 and 40, with fair interest displayed in the sport model roadster.

Spurt in Deliveries Boost Sales in Decatur

Decatur, Ill., Nov. 25.—After the spurt in auto deliveries toward the end of October, sales forces in local dealers' places have been occupied in getting cars off the floor, but indications this week pointed toward another upswing in the November chart. Dealers reported activities as follows:—

Hudson-Essex

Speiss Auto Supply Company—Three carloads of cars have been received in the last ten days. A carload of Hudson and of Essex cars got in this week and the week before a carload of Essexes was unloaded. Sales have moved them fast.

Chrysler

Speiss Auto Supply Company—Three carloads of Chryslers are en route and are expected early this week. The Speiss Company is using the salesroom at 163 South Main for its Chrysler dealership.

Conditions Improve In Carrollton, O.

Carrollton, O., Nov. 25.—With improved industrial conditions, used as well as new cars have been selling much better here this month and from all indications sales will be ahead of October by fully 20 per cent.

Potters are working steady and are accumulating money, and many are buying cars. There has been considerable activity in Nash, Chevrolet, Ford, Dodge, Oakland and Overland.

The used car situation is normal for this season of the year, dealers said.

Dealers Optimistic In Evansville, Ind.

Evansville, Ind., Nov. 25.—Local dealers entered upon the third week of November with expressions of general optimism on new car market conditions for the remainder of the month. A total of 137 new cars sales comprised the report for the first two weeks of the month as reported by fourteen retail dealers, a decided advance over the month of October, as well as for the corresponding period of 1924.

The wholesale field is said to be showing considerable stimulus, despite the poor start in the early part of the month, due to bad weather which tied up sales volume for rural territory.

Distributor Doings

TO HANDLE AUBURN

San Antonio, Tex., Nov. 25.—The Harvey Motor Company, distributors for the Auburn cars, is a new company that has opened headquarters for southwest Texas at Main and Park Avenue, this city. The officers of the company are E. C. Harvey, formerly of Tulsa, Okla., president; C. J. Haskell, vice-president and treasurer, and P. P. Hill, secretary and sales manager.

PEED VISITS SEATTLE

Seattle, Wash., Nov. 25.—L. G. Peed, general sales manager for the Willys-Overland, Inc., is now in Seattle on his annual trip through the Pacific Coast territory visiting the factory branches and distributors representing the organization whose sales policies he directs.

He spent several days last week conferring with Joe Alfred, Oregon and Washington distributors, and other Willys-Overland officials here, concerning plans for re-establishing the local retail and wholesale sales plant which was burned out in the recent disastrous fire.

STAR DEALERS CONFER

Portland, Ore., Nov. 25 (U. T. P. S.).—To meet their new sales chief, H. W. Curtis of the Durant Motor Company of California, Star dealers and distributors of Oregon met in Portland recently for a general get together session.

With Curtis came two new members of the Durant staff for the Northwest, Ralph Faneuf, Northwest Zone supervisor, and Bert Goodfield, district representative for the line in western Oregon and the Willamette Valley. Goodfield succeeded Ernest Jones, who has been made assistant sales manager at the factory.

Firms Advertising Heavily To Spur Used Car Sales

BOSTON, Nov. 25 (U. T. P. S.).—The used car situation here remains one that worries dealers. Open cars just won't sell. Closed types are not selling in proportion to the number turned in for new cars. The unusually fine showing by the sales end on new cars may be responsible for the dullness in used machines.

Every one handling used cars to any extent is advertising heavily in an effort to get rid of their accumulation.

The situation is better in the industrial towns outside of Boston, where used cars and low priced new cars are selling quite well. In Brockton, Haverhill and Lynn, the shoe manufacturing centers, dealers are finding the used car situation far better than the Boston dealers are experiencing.

Boston used car dealers find it hard to get prospects out to their show rooms on Commonwealth Avenue and vicinity. It's an entirely different proposition from new cars.

On the basis that a pedestrian is a prospect for used cars the Chandler-Cleveland Motor Car Company have opened a used car branch during the week, at 220 Massachusetts Ave., which is in the heart of the movie theater and dance hall district, as well as the section where the accessory and tire store abounds.

Slump in Used Car Market in Canton, O.

Canton, O., Nov. 25.—After two weeks of fairly good business in used cars the market in the Canton district and adjacent smaller towns slumped this week, a survey at midweek showed. There is every indication, however, that sales the last two weeks of the month will show

improvement over the same period the first of the month.

Dealers this week used considerable classified advertising display space in the local newspapers, listing their used car offerings and urging buying before Thanksgiving. This is because dealers are all anxious to get their used cars cleaned up as much as possible before the first of December, for the weather then will be too cold to continue the outdoor markets, which in most instances are nothing more than improvised sheds.

Dubuque Finds No Demand for Open Car

Dubuque, Ia., Nov. 25.—The one outstanding feature in the used car market in Dubuque during the past week has been the absence of a demand for open models. Practically all prospective buyers expressed preference for the closed models.

The Belsky Motor Company, Buick distributors; the Kassler Motor Company, Chrysler dealers; the Fluckiger Motor Company, Studebaker dealers, and Schrup Motor Company, Dodge dealers, have been conducting a classified advertising campaign through the columns of local newspapers to dispose of the used cars which they have now on hand. This has somewhat buoyed up the volume of sales, which has been somewhat low for this season of the year.

for Economical Transportation



The Chevrolet Fall sales contest, the biggest thing of this kind ever held in the auto industry, was won by the Chevrolet dealers in the New Orleans territory. North, South, East or West, the Chevrolet franchise is a money maker for dealers everywhere.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring	\$525	Coupe	\$675	Commercial Chassis	\$425
Roadster	525	Coach	695	Express Truck Chassis	550
		Sedan	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

FRIDAY, NOVEMBER 27, 1925

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Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau. General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager, 168 North Michigan Ave., Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash.
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A Useful Ally

IT has been the contention of the Automotive Daily News, expressed many times, that after the settling down process is accomplished the railways of this country would find the motor truck and motor bus not an enemy but a potent and helpful ally.

It is interesting to see this view of the matter indorsed by no less an authority than Samuel Rea, retired president of the Pennsylvania Railroad, and one of the keenest students of transportation matters that we have. In a recent speech Mr. Rea said: "As a railroad man I have not the slightest hesitation in admitting that for many purposes motor cars are capable of furnishing short distance transportation to better advantage and with greater economy and efficiency than by rail. The country as a whole, however, I think, is coming to the realization that the motor car's true function, especially as a commercial carrier, is chiefly as a feeder of the railroads and as a connecting link between existing rail lines."

This is a fair and impartial statement of the case. In this country of magnificent distances and far-reaching railway systems, there is still much work for the railways to do, and if they meet the advent of the motor vehicle in the proper spirit and not in an obstructionist manner, the business of the railed carriers is likely to increase and not decrease because of the coming of the new transportation.

A Real Equity Essential

By R. E. GARDNER, Jr.

President Gardner Motor Company, St. Louis, Mo.

IT is perfectly sound practice, in my opinion, for an individual to purchase an article out of income rather than out of principal. As a matter of fact actual statistics of recent years in regard to many lines other than the automobile industry have proved this policy sound and bankers as a whole have changed their attitude until it is now most favorable.

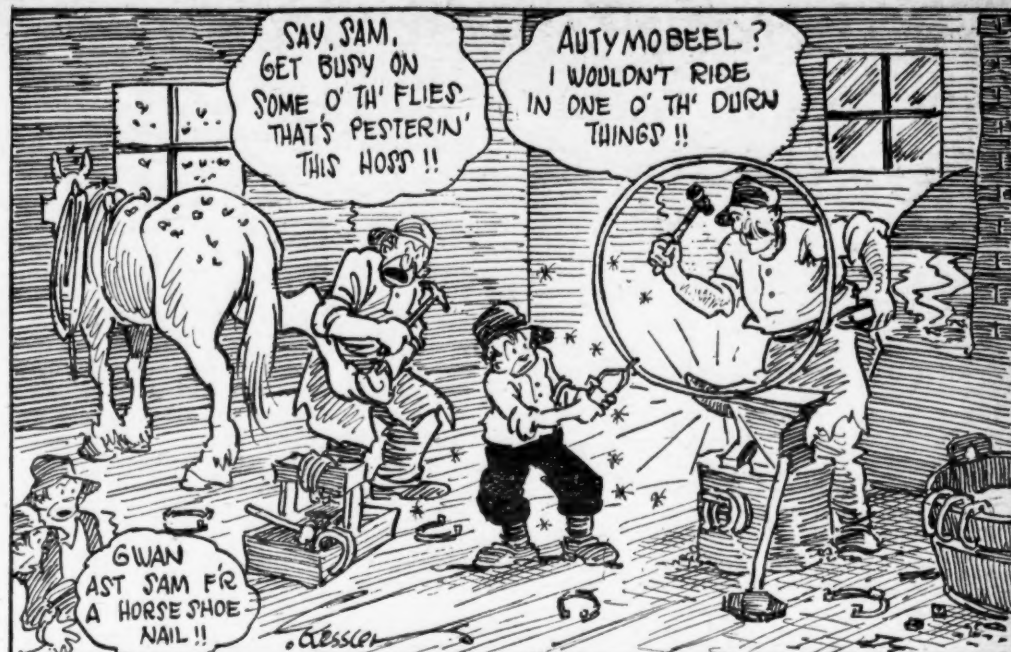
There is, however, one very important point that must be emphasized, and that is, in order to insure a bona fide purchase rather than a speculation, it is necessary that the down payment be of sufficient size to establish a real equity in the article purchased and that the payment for same should not be dragged out over too long a period as the merit of the whole method is to actually purchase out of income in the immediate future, not to hypothecate one's anticipated earnings at a period so far distant as to be uncertain in character.

In other words, any business transaction to be sound must be fair to both the buyer and the seller.

The Soviet government is establishing a chain of gas stations in England, supplying British motorists with fuel derived from wells confiscated largely from English subjects. If this isn't rubbing it in, we'd like to know just what it is.

So great has been the trading in rubber shares on the London market this year that many dealers are reported ready to retire at the end of the year, having made enough to permit them to pass the remainder of their lives in ease. On rubber cushions, so to speak.

The Boyhood Days of Our Industry Leaders— By Kessler



SAM A. FULTON, PRESIDENT OF THE FULTON CO., OF MILWAUKEE, STARTED WORKING AS A HELPER TO THE VILLAGE BLACK-SMITH IN NEW CONCORD, OHIO.

Automotive Law

By M. L. HAYWARD

THE GUARANTY FUND IN NEBRASKA

"Want cash for this check?" the cashier of a Nebraska bank queried.

"Give me a \$1,000 certificate of deposit and the rest in cash," the customer suggested, pocketed the certificate and cash, and the check in question was paid in due course.

A few days later the customer was buying tires from a local garage man.

"Take this deposit certificate?" the customer queried.

"Sure, it's the same as cash," the garage man agreed, the customer indorsed and delivered the certificate and got the goods.

The next day the garage man presented the certificate for payment, and the issuing bank gave him a draft on a second bank.

The draft was dishonored. The issuing bank went into the hands of a receiver, and the garage man claimed his deposit certificate out of the Nebraska bank guaranty fund.

"The certificate was really a loan instead of a deposit," the receiver contended, and the Supreme Court of Nebraska in a recent case, reported in 300 N. S. 249 ruled in the garage man's favor.

"The evidence shows that the customer gave the bank his check and received therefor the certificate of deposit in question for a like amount. The check was paid and the bank received the proceeds thereof in full.

"The check, therefore, was the equivalent of money for commercial banking purposes. On its face the transaction with the customer was ordinary banking, which the law sanctions as a basis for deposit.

"The holder, for full value in the ordinary course of business, acquired the customer's interest in the certificate of deposit and is the owner of the claim," said the Court.

APPOINT FIELD MANAGER

Minneapolis, Nov. 21.—James Arneson of Thief River Falls, Minn., former industrial commissioner for Minnesota, has been appointed field manager of the Minnesota Commercial Truck Owners' Association.

BUICK ATHLETIC ASSN. CAMPAIGNS FOR MEMBERS

Flint, Mich., Nov. 25.—The Buick Motor Company Athletic Association, composed of workers in the Buick factory here, has just started its fifth annual membership drive. Over 19,000 workers will be asked if they desire to join for the ensuing year.

The association now has 6,500 members and the drive is designed to increase this number to 10,000.

READY FOR BRUSSELS SHOW

Brussels, Nov. 25 (U. T. P. S.).—Truck exhibitors at the Brussels show, to be held from December 5 to 16 next, will probably total twenty-four. Of these nine are French, eight Belgian, five American, one Swiss and one Italian.

FORD EXPORTS FIRST CARS FROM SO. AFRICA

Port Elizabeth, South Africa, Nov. 25 (U. T. P. S.).—For the first time South Africa has become an exporter of motor cars, several cars have been sent out of the Union by boat and rail to other parts of Africa from the Ford assembling plant in this town. It is stated on good authority that the total export figures for 1925 will be in the neighborhood of three or four hundred.

Ford's assembly plant has helped the city of Port Elizabeth considerably in the employment it has given and rumors of increased production promise greater assistance in the near future.

Coming Automotive Events

NOVEMBER

- 26.—Los Angeles, Cal. A. A. A. 250-mile race.
- 26-Dec. 6.—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.

DECEMBER

- 1-8.—Pernambuco, Brazil. Good Roads Conference.
- 3-4.—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
- 5-16.—Brussels, Belgium. Annual Automobile Show.
- 10.—Indianapolis, Ind. Society of Automotive Engineers, meeting of the Indiana section.
- 15-16.—Washington, D. C. Chamber of Commerce of the United States, national distribution conference.
- 7-20.—Buenos Aires, Argentina. Eighth annual Argentina Auto Show.

JANUARY

- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
- Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.
- 16-22.—Philadelphia, Pa. Philadelphia Automobile Show.
- 9-17.—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11-13.—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16.—Chicago. American Road Builders' Association Annual Convention.
- 11-16.—New York City. National Automobile Show.
- 14.—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
- 21-22.—Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.
- 16-23.—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23.—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23.—Cincinnati, Ohio. Automobile Show.
- 16-23.—Milwaukee, Wis. Automobile Show.
- 16-23.—Buffalo, N. Y. Twenty-fourth annual automobile show.
- 18-23.—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
- 19-21.—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
- 20-22.—Detroit. National Society Automotive Engineers.
- 21-22.—Detroit. Michigan Independent Oil Men's Association.
- 23-30.—Montreal, Canada. Annual Motor Show.
- 23-30.—Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association, automobile show.
- 23-30.—Cleveland, Ohio. Automobile Show.
- 23-30.—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30.—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 23-30.—Brooklyn, N. Y. Fifteenth annual automobile show.
- 26.—American Road Builders' Association. Good Roads Week.
- 26-29.—Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 27.—Detroit. Michigan Highway Association.
- 27-30.—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 27.—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
- 30-Feb. 6.—Chicago. Eleventh Annual Chicago Automobile Salon.
- 30-Feb. 6.—Washington, D. C. Automobile Show.
- 30-Feb. 6.—San Francisco. Tenth annual Pacific Automobile Show.
- 30-Feb. 6.—Chicago, Ill. Eleventh Annual Automobile Salon, Hotel Drake.
- 31-Feb. 6.—Chicago, Ill. National Auto Show.

FEBRUARY

- 2-6.—Denver, Col. Denver Automobile Dealers' Association, annual show.
- 9.—Springfield, Ill. Illinois Automotive Trade Association, annual convention.
- 6-13.—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.
- 6-13.—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwest automobile show.

Financial News of the Automotive Industry

FIRESTONE YEAR'S NET IS \$12,800,412

Equivalent to \$140.93 a Share on \$8,380,900 Preferred

NEW YORK, Nov. 25.—

The Firestone Tire and Rubber Company reports for the year ended October 31, 1925, consolidated net income of \$12,800,412 after depreciation, interest and Federal taxes, equivalent after 6 per cent. preferred dividend requirements and retirement fund to \$140.93 a share earned on \$8,380,900 7 per cent. preferred stock outstanding at close of the year.

This compares with \$7.116,689, or \$68.06 a share, on the \$8,912,800 7 per cent. preferred stock outstanding in the previous year. The 7 per cent. preferred stock now outstanding amounts to \$18,380,900, including the \$10,000,000 just issued. Above net income of \$12,800,412 for 1925 would be equal to \$63.93 a share on this stock.

The consolidated statement for the year ended October 31, 1925, compares as follows:—

	1925.	1924.
Sales	\$125,597,998	\$85,610,004
*Net	12,800,412	7,116,689
*Surplus	11,811,653	6,068,935

*Income after depreciation, interest and Federal taxes.
†After 6 per cent. preferred dividends and retirement fund.

The consolidated balance sheet of Firestone and its subsidiaries as of October 31, 1925, compares as follows:—

	1925.	1924.
*Land, bldg., mach.	\$22,250,449	\$20,853,857
Treasury stock	86,953	126,785
Firestone Land Co.	788,143	905,172
Firestone Cot. Mills	843,522	—
Other investments	3,745,417	3,726,597
Inventories	21,254,020	13,831,493
Cash	5,470,876	4,445,367
Receivables	14,199,843	9,483,161
Emp. stock sub.	3,157,833	5,012,946
Definite charges	521,473	459,238

Total \$72,298,535 \$58,844,616

LIABILITIES

6 p. c. pf. cum. st.	\$8,000,000	\$8,451,200
7 p. c. cum. pf. st.	3,380,900	8,912,800
Common stock	3,580,260	2,537,710
Fire-Appler Co.	957,200	970,490
Accounts payable	3,997,173	2,636,840
Accrd. tax, etc.	2,620,721	320,346
Reserves	5,000,000	1,300,000
Surplus	39,762,281	31,715,329

Total \$72,298,535 \$58,844,616
*After depreciation and amortization.
†Par \$10.

AMERICAN TIRE CO. RESUMES OPERATIONS

Akron, O., Nov. 25.—The American Tire and Rubber Company resumed operations on Monday morning after a lay-off lasting since last July. This was in accordance with the financial reorganization of the company as announced recently by President F. H. Snyder. The plant will employ more than 350 men, it is said, and officials expect the plant to be running on a full time schedule within two weeks, producing about 600 tires a day.

The plant had been closed last July because of lack of working capital, although the market for its goods had increased 400 per cent. during the year.

NEW ACCESSORY STORE

Oakland, Cal., Nov. 25.—A new automobile supply house has opened its doors here under the name of the Monarch Auto Supply Company. It occupies the old Western Auto Supply Building at Broadway and Webster Street. George Flurshutz heads the new concern.

WOULD ERECT GAS TANKS

Buffalo, N. Y., Nov. 25.—The City Council has referred to committee the petition of the Swan-Fligh Oil Corporation, which has its central department headquarters in this city, to construct twelve new 25,000-gallon gasoline tanks. Gasoline is comparatively a new departure for this concern.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Net	Change
20 1/2	17 1/2	17 1/2	—	Advance Rumely	300	16 1/2	16 1/2	16 1/2	—
22 1/2	17 1/2	17 1/2	—	Advance Rumely pf.	300	16 1/2	16 1/2	16 1/2	—
15 1/2	10	10	—	Alar Rubber	1,500	10 1/2	10 1/2	10 1/2	—
95 1/2	71 1/2	6	—	Allis-Chalmers	1,700	85	87 1/2	87 1/2	—
64 1/2	26 1/2	6	—	Am. Bosch Magneto	1,900	27 1/2	26 1/2	27 1/2	—
20 1/2	11 1/2	1	—	Am.-La France	4,700	14 1/2	14 1/2	14 1/2	—
44 1/2	27 1/2	1.50	—	Briggs Mfg. Co.	800	29 1/2	29 1/2	29 1/2	—
25 1/2	27 1/2	3	—	Chandler Motor	5,500	10 1/2	10 1/2	10 1/2	—
25 1/2	108 1/2	3	—	Chrysler Corp.	55,300	180	161 1/2	171 1/2	—
111 1/2	100 1/2	8	—	Chrysler Corp. pf.	1,200	106	105 1/2	105 1/2	—
15 1/2	8 1/2	.80	—	Continental Motors	6,300	11 1/2	10 1/2	11	—
48 1/2	21 1/2	—	—	Dodge Bros. A.	17,500	39 1/2	38 1/2	39 1/2	—
91 1/2	73 1/2	7	—	Dodge Bros. pf.	3,800	85 1/2	84 1/2	85 1/2	—
28 1/2	10 1/2	2	—	Eaton Axle & Spring	1,800	25 1/2	24 1/2	25	—
77 1/2	60 1/2	4	—	Electric Stor. Battery	3,200	72 1/2	72 1/2	72 1/2	—
6 1/2	1 1/2	—	—	Emerson-Brant	3,200	3 1/2	3	3	—
26 1/2	8	—	—	Emerson-Brant pf.	1,400	21 1/2	20 1/2	21	—
125 1/2	60 1/2	5	—	Fisher Body	13,400	91	87 1/2	90 1/2	—
28 1/2	10 1/2	—	—	Fisk Rubber	8,800	24 1/2	23 1/2	23 1/2	—
116 1/2	75 1/2	7	—	Fisk Rubber 1st pf.	700	114	112	112	—
39 1/2	28 1/2	3 1/2	—	Gabriel Snubber A.	3,200	38	37	37 1/2	—
16 1/2	4 1/2	—	—	Gardner Motor	400	7 1/2	7 1/2	7 1/2	—
149 1/2	64 1/2	12	—	General Motors	103,500	111 1/2	106	107 1/2	—
26 1/2	12 1/2	—	—	Glidden Co.	8,400	23 1/2	22 1/2	23 1/2	—
74 1/2	36 1/2	4	—	Goodrich	7,500	64 1/2	63 1/2	64	—
102 1/2	92 1/2	7	—	Goodrich pf.	200	100	100	100	—
114 1/2	86 1/2	7	—	Goodrich T. & R.	1,000	108 1/2	108	108 1/2	—
49 1/2	30	3.50	—	Hayes Wheel	2,500	45	43 1/2	43 1/2	—
139 1/2	33 1/2	3	—	Hudson Motor Car	92,600	95	90	94 1/2	—
31 1/2	14 1/2	1	—	Hupp Motor Car	7,000	25	24 1/2	24 1/2	—
24 1/2	13	.50	—	Indian Motorcycle	800	21	20 1/2	20 1/2	—
65 1/2	35 1/2	3	—	Jordan Motor Car	2,400	45 1/2	44	45	—
21 1/2	12 1/2	—	—	Kelly-Springfield 6s pf.	800	16 1/2	16 1/2	16 1/2	—
74 1/2	41	—	—	Kelly-Springfield 8s pf.	400	65	64	64	—
114 1/2	87	6	—	Kelsey Wheel	100	106	106	106	—
24 1/2	11 1/2	6	—	Keystone T. & R.	300	2	2 1/2	2 1/2	—
32 1/2	10 1/2	—	—	Mack Trucks	11,000	217	212 1/2	215 1/2	—
42 1/2	22 1/2	3	—	Marlin Rockwell	200	29 1/2	29 1/2	29 1/2	—
44 1/2	40	3.60	—	Moore Motors	2,200	24	23 1/2	23 1/2	—
35 1/2	18 1/2	2	—	Motometer A.	500	40 1/2	40 1/2	40 1/2	—
42 1/2	18 1/2	8.50	—	Motor Wheel Corp.	3,500	29 1/2	27 1/2	28 1/2	—
48 1/2	19 1/2	16	—	Murray Body	3,300	20 1/2	19 1/2	20 1/2	—
107 1/2	103 1/2	7	—	Nash Motors	200	435	431 1/2	435	—
48 1/2	15	2	—	Nash Motors pf.	100	102 1/2	102 1/2	102 1/2	—
33 1/2	17 1/2	1.40	—	Packard Motor Car	13,300	33 1/2	32 1/2	32 1/2	—
47 1/2	10 1/2	—	—	Paige-Detroit Motor	5,300	28 1/2	25	25	—
100 1/2	43	—	—	Pierce-Arrow	34,700	35 1/2	33 1/2	35 1/2	—
18 1/2	8	—	—	Pierce-Arrow pf.	2,600	88	86 1/2	88	—
36 1/2	15 1/2	—	—	Reynolds Spring	300	10 1/2	10 1/2	10 1/2	—
84 1/2	56	—	—	Spicer Mfg. Co.	2,400	25 1/2	25 1/2	25 1/2	—
89 1/2	61	6	—	Stewart-Warner Speed	5,200	75	73 1/2	74 1/2	—
68 1/2	41 1/2	6	—	Stromberg Carburetor	400	75 1/2	74 1/2	74 1/2	—
69 1/2	37 1/2	4	—	Studebaker Co.	14,400	55 1/2	54 1/2	55	—
97 1/2	33 1/2	—	—	Timken Roller Bear.	2,900	54	52 1/2	53 1/2	—
108 1/2	92 1/2	4	—	U. S. Rubber	52,800	87 1/2	85 1/2	87 1/2	—
104 1/2	67 1/2	4	—	U. S. Rubber 1st pf.	26,200	85	84	84 1/2	—
34 1/2	7 1/2	—	—	White Motors	26,200	85	84	84 1/2	—
119 1/2	72 1/2	7	—	Willis-Overland	81,900	25 1/2	25	25 1/2	—
48 1/2	22 1/2	.75	—	Willis-Overland pf.	3,100	117 1/2	116 1/2	117 1/2	—
			—	Yellow C. & T. B.	3,000	27 1/2	26 1/2	27	—

NEW YORK CURB MARKET									
High	Low	Last	High	Low	Last	High	Low	Last	High
25	45 1/2	45 1/2	45 1/2	45 1/2	45 1/2	—	—	—	—
1,500	25 1/2	25 1/2	25 1/2	25 1/2	25 1/2	—	—	—	—
5,000	13 1/2	13 1/2	13 1/2	13 1/2	13 1/2	—	—	—	—
300	75 1/2	75 1/2	75 1/2	75 1/2	75 1/2	—	—	—	—
1,000	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	—	—	—	—
300	33 1/2	33 1/2	33 1/2	33 1/2	33 1/2	—	—	—	—
10	646	646	646	646	646	—	—	—	—
8,000	40	39	39 1/2	39 1/2	39 1/2	—	—	—	—
300	15	15	15	15	15	—	—	—	—
500	43 1/2	42 1/2	42 1/2	42 1/2	42 1/2	—	—	—	—
3,100	24 1/2	23 1/2	23 1/2	23 1/2	23 1/2	—	—	—	—
1,100	10	9 1/2	9 1/2	9 1/2	9 1/2	—	—	—	—
4,100	8	8	8	8	8	—	—	—	—
500	18	17 1/2	17 1/2	17 1/2	17 1/2	—	—	—	—
200	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	—	—	—	—

CHICAGO									
High	Low	Last	High	Low	Last	High	Low	Last	High
400	Federal M. Truck	40	38	38	38	—	—	—	—
100	Hall Lamp	14	14	14	14	—	—	—	—
120	Motor Wheel	28	28	28	28	—	—	—	—
2525	Packard	38	36	37 1/2	37 1/2	—	—	—	—
575	Paige	25 1/2	24 1/2	24 1/2	24 1/2	—	—	—	—
4598	Reo Motor	24	23 1/2	23 1/2	23 1/2	—	—	—	—
725	Timken Axle	8 1/2	8 1/2	8 1/2	8 1/2	—	—	—	—

CLEVELAND									
High	Low	Last	High	Low	Last	High	Low	Last	High
122	122	122	122	122	122	—	—	—	—
98	98	98	98	98	98	—	—	—	—
99	99	99	99	99	99	—	—	—	—
36	36	36	36	36	36	—	—	—	—
24	24	24	24	24	24	—	—	—	—

(The above table shows Tuesday's stock movement, complete.)

Current Commodity Prices

New York, Nov. 25.—Although the crude rubber market has turned quiet, the price situation is unchanged. The same conditions prevailed in the London market. Conditions in the steel trade are still indicative of an upward price trend. The gasoline market is firm and slight increases in wholesale prices are announced in various sections of the country. An advance in retail gasoline prices is generally expected.

STEEL PRODUCTS			
Semi-Finished—Gross Tons			
Billets, re-rolling.....			\$35.00
Billets, forging.....	\$40.00	\$41.00	
Steel bars (hot rolled).....	1.50	2.00	
Plates (hot rolled).....	1.50	1.75	
Blue annealed sheets.....	2.40	2.50	
Black sheets.....	3.35	3.40	
Auto body.....	4.50	4.60	
Bands.....	2.40	2.50	
Cold rolled strip.....	3.75	3.80	
Hot rolled strip.....	2.20	2.30	
Pig iron, Basic.....			
Valleys.....	19.50	20.00	
Eastern Pennsylvania.....	21.50	22.00	
IRON AND STEEL SCRAP			
(Buying prices, f. o. b. New York.)			
Any melting steel.....	\$12.00	\$13.00	
Machine shop turnings.....	9.50	10.00	
Cast iron borings.....	8.50	10.00	
1 cast scrap.....	16.00	17.00	
MILL PRODUCTS			
Base prices, cents per pound, f. o. b., mill.			
Best brass sheets.....	19	24	
Copper, in rolls.....	21	24	
Copper, spot, New York.....	9.05	9.10	
Copper, spot, New York.....	9.75	9.85	
Aluminum, virgin, 98.99%.....	28	28	
SEAMLESS TUBING			
Best brass.....	\$24.25		
Copper.....	\$25.25		
RODS			
Best brass (round & to 2 1/2 in.).....	17	24	
Copper, rods, round.....	22	24	
OLD METALS			
Following are dealers' buying and selling prices for large quantities, f. o. b. New York:—			
Heavy machinery, com 9 1/4% 9 1/2%	11 1/4%	11 1/4%	
Low brass clippings, 9 1/4% 9 1/2%	10 1/4%	10 1/4%	
Aluminum, radiators.....	7 1/4% 7 1/2%	8 1/4% 8 1/2%	
Aluminum, heavy.....	8 1/4% 8 1/2%	8 1/4% 8 1/2%	
Aluminum, light.....	6 1/4% 7 1/4%	7 1/4% 8	
RUBBER MARKET			
Quotations.—Bid. Asked.			
First latex Crepe, spot.....	\$1.13	\$1.14	
November.....	1.12	1.13	
December.....	1.10	1.11	
January-March.....	1.08	1.09	
Ribbed Smoked Sheets, spot.....	1.12	1.13	
November.....	1.10	1.11	
December.....	1.09	1.10	
January-March.....	1.07	1.08	
Para-Up-River, fine, spot.....	.98	.99	
Island, fine.....		.99	
SCRAP RUBBER			
Inner tubes, No. 1.....	11	a 12	
Inner tubes, No. 2.....	8	a 9	
Inner tubes, No. 2 red.....	7	a 8	
Auto, automobile, white ton.....	\$60.00	\$70.00	
Mixed auto tires.....	40.00	45.00	
Reclaimed rubber—Tire reclaimed, 100%.....			
Shoe reclaimed, 10%; tube reclaimed, 18%.....			
OIL AND GASOLINE			
MOTOR GASOLINE			
Garages (steel barrels).....	—	a 17	
Single tank cars, delivered.....	—	a 16	
New York.....	12 1/4	Nom.	
CRUDE PRICES AT WELLS			
EASTERN—			
Penn. grade oil in N.Y. Tran.		Penn. grade oil in Buckeye P. Line Co. lines.	\$3.05
C. lines \$3.40		Cabell	2.10
Bradford District oil in Nat. Tran. Co. lines	2.40	Corning	1.70
Penn. grade oil in Nat. Tran. Co. lines	2.40	Somerset	2.29
Penn. grade oil in Nat. Tran. Co. lines	2.40	Somersat, light	1.35
Gaines grade oil in Nat. Tran. Co. lines	2.95	Lima	1.94
Penn. grade oil in S. W. Pa.	3.05	Indiana	1.78
Penn. grade oil in S. W. Pa.	3.05	Plymouth	1.40
Penn. grade oil in S. W. Pa.	3.05	Illinois	1.87
Penn. grade oil in S. W. Pa.	3.05	Woolster	2.00
Penn. grade oil in S. W. Pa.	3.05	Waterloo, Ill.	1.00
Penn. grade oil in S. W. Pa.	3.05	Ragland	1.00
Penn. grade oil in S. W. Pa.	3.05	Plymouth	1.40
Penn. grade oil in S. W. Pa.	3.05	Canadian	2.39
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Accessory Dealers Find Radio Big Winter Asset

TOLEDO, O., Nov. 25.—A survey of the accessory jobbers and retailers of the northern Ohio area indicates that most of them believe strongly in handling radio in connection with their accessory and supply business.

The Union Supply Company, one of the largest jobbers and retailers of the district, is a staunch supporter of radio. While radio is a small part of the business of the company its volume is growing rapidly month by month.

At a meeting of the company, salesmen were urged to push radio, the easy seller of the winter months; a good profit maker and a line that will help much to do away with the winter sag in business done, according to the officers.

Richard J. Saelzler of the Union Supply Company says the company turns its stock about five times in a year but the radio stock turns twelve times or more. The company has found, he says, that nationally advertised lines of both radio and accessories move much better than non-advertised lines, although the quality might be the same.

"We use all the factory folders we can get and every mail leaving our store carries plenty of suggestions of new things and reasonable articles to buy—company literature with our imprint stamped upon the little folders that always have a welcome in our outgoing mails," he said.

J. T. Pittaway of the Pennsylvania Rubber Company, Toledo branch, is another firm believer in radio as an accessory to the automotive supply business. His radio business this year is just double that of a year ago, he says, and is growing by leaps and bounds. There is always a big slump in accessories at this time of the year. Due to seasonal conditions, the business line takes a drop, the curve is downward, and the radio business just nicely straightens out this line, he declares.

Stanley Roberts of the Roberts-Toledo Company, another large accessory house, is just as firm in his belief in radio as the others. Radio with him represents a larger percentage of business than it does with some of the others and it occupies a most important position.

RADIO SUPPLIES FORM PROFITABLE LINE

Fort Wayne, Ind., Nov. 25.—Radio supplies have become a permanent and a highly profitable line of automobile accessory dealers, it was disclosed in interviews with leaders of the accessory trade in Fort Wayne.

The Wayne Auto Equipment Company, one of the largest dealers at wholesale and retail in northern Indiana, estimates that fully 30 per cent. of retail sales by that company are of radio sets and supplies, while other dealers, such as the National Auto Supply Company, have added radio supplies recently and find the line works in well with automobile accessories.

One reason advanced was that a large percentage of the regular customers are owners or prospective owners of radio receiving sets. The list of regular customers gives the accessory dealer the opportunity to add them also as customers of radio parts, it was pointed out.

L. M. Johnston, secretary of the Wayne Auto Equipment Company, gave as his opinion that one of the best, if not the best, method of maintaining a steady flow of business is the regular circularization of customers with folders provided by manufacturers.

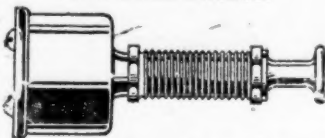
H. W. Williams, an accessory dealer, finds tasty and seasonable

Portable Stove Cooks While Car Is Running

London, Nov. 25 (U.T.P.S.).—A portable stove which will cook a dinner while an open auto is traveling fifty miles an hour is claimed to have been invented by Oscar Asche, the British actor. By using this stove, the fuel of which consists of absorbent material soaked with methylated spirit, motorists can keep going while the meal is cooking, only stopping for their repast when it is ready. The cost per head for cooking an ordinary dinner in this way will be about two cents.

New Accessories

PUSH-PULL SWITCH



An addition to the line of the Tiffany Manufacturing Company, 42 Spring St., Newark, N. J., is the Tiffany Push-Pull Switch. It is adapted for mounting on the dash and is ruggedly constructed of heavy materials.

Two models are made: PSL, having a long thread, and PSS, having a short thread. Contact springs are of phosphor bronze and shell is of steel. The brass push-rod, collar and nuts are heavily nickle-plated and polished.

It is installed by drilling a 3/4-inch hole in the dash, inserting the switch from the rear and tightening rear holding nut.

Switches are packed in individual cartons, 25 to a container. Price, 50 cents each.

Window displays one of the best stimulants of sales. Too much attention cannot be given to unique and attractive windows and frequent changes of the displays, he said.

COVERS AND HEATERS IN HEAVY DEMAND

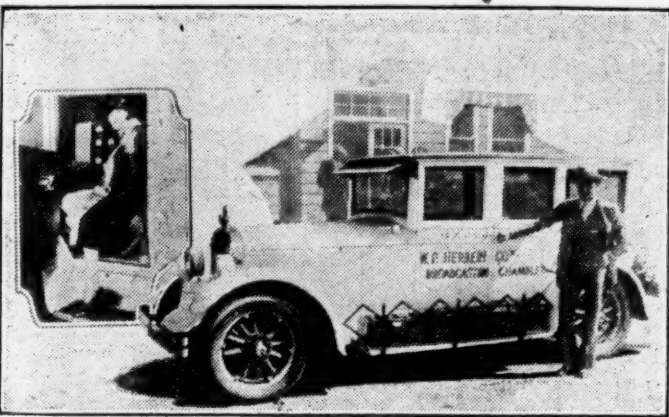
Hartford, Conn., Nov. 25.—Reports from accessory dealers throughout this territory show increased interest in winter fronts, hood covers and heaters of one sort or another. Every one is thinking of heat in the car this winter. Dealers in Ford equipment report a good demand for those types of heaters which slip over the exhaust manifold and convey the heat through the dash.

Considerable business has been done along these lines in replacements this year. Having once had heat the owners of the lower priced equipment are having it replaced.

Radiator shutters of both automatic and hand operated types are finding favor. Preference in most cases is for the former, inasmuch as there is no forgetting when to open or close the shutters. Two well-known makes are featured and a good demand exists.

It is noticeable that more car dealers are giving attention to accessories this season, for it is the consensus that endeavor in this direction is bound to reap good returns.

MOBILE RADIO BROADCASTING STATION—This radio equipped Chandler Sedan is said to be the first automobile broadcasting station. It is listed as 6XA and sends out important sports events on the west coast.



Two New English Devices Announced

Special A. D. N. Liverpool Bureau
Liverpool, Nov. 25.—A new device for recording fuel consumption is being produced by Autovac Manufacturing Company, Ltd., Stockport, England.

This recorder, which is known as the galometer, is entirely automatic in action and works in conjunction with the automatic feed tank. It provides a means of accurately ascertaining the fuel consumption of a car and gives a reliable indication as to whether the engine is maintaining its proper tune. It registers up to 1,000 gallons, and repeats, thus enabling a record to be kept.

NEW LOCKNUT

A very simple locknut is being turned out by the Caesar Self-Locking Nut Company of Manchester, England, which requires no other tool than an ordinary spanner, according to officers of the company. It is made up of two parts, one an internal nut body and the other an internal split sleeve in which the thread is cut.

CITY DEALERS BENEFIT WHEN RURAL STANDS CLOSE

Danbury, Conn., Nov. 25.—Dealers in gasoline, oils and some lines of automobile accessories in this and other Connecticut cities report increased business during the present month and a considerable part of this increase is attributed to the closing of hundreds of roadside filling stations and small accessory shops in the rural districts, with the advent of cold weather.

The business that has been taken by these concerns during the summer is now going to the establishments in the cities and towns that are open all the year.

GAS TAX IN MINNESOTA EXCEEDS ESTIMATES

St. Paul, Minn., Nov. 25.—Minnesota's 2-cents-a-gallon gasoline law yielded \$458,502.96 in October and the total receipts for the six-month period during which the tax has been operative are \$3,252,020.38, according to Hjalmar Nilsson, chief state oil inspector in charge of collections. Nilsson estimated the year's receipts would approximate \$3,750,000.

FRANKLIN COUNTY SALES

Columbus, O., Nov. 25.—Reports of the county clerk show that sales of new cars in Franklin county increased almost 50 per cent. in October compared with the corresponding month last year. The number of new car registrations last month was 1,271. Ford sales touched a new high mark, 602 being sold compared with 474 for October, 1924. Chevrolets were second with 129 compared to 72 a year ago; Essex third with 93, compared with 17.

Service

By CLYDE JENNINGS

I met an acquaintance who is manager of a large shop, and who is having many troubles.

He realizes these troubles, even if he does not know exactly what they are all about.

He knows that in some way his shop is not up to date, and the independents are making inroads on his trade.

His shop is not only not increasing with the number of cars of his make that are in his territory, but the number of jobs that come into his shop is not as great as formerly.

"Going to Chicago to the service meeting and A. E. A. show?" I asked.

"No time for that," he said. "Too much doing at home. I belong to the association here, but get so little out of it that I seldom go."

He might have added that he never goes to his local association.

So it is not surprising that he gets little good out of it.

He is one of the kind of service managers who has not time to visit other shops.

He really knows nothing of what is going on, for he is too busy to see the salesmen who would like to talk about equipment to him.

Another friend, who is familiar with this shop, tells me that there is practically nothing new in the way of equipment in it.

What equipment he has is old and does not meet modern requirement in time and accuracy competition. He has no special job facilities.

Contrast this with the statement of the manager of one of the best shops in the East.

"I certainly am going to the meeting," he said, "and I am going to take plenty of time to look over the show."

"I have some ideas for saving time in certain operations and I figure that if there is equipment for this work, I will find it there."

"If I don't find exactly what I want, I may be able to find some of the makers of equipment for small cars who will be willing to make up machines for big cars and trucks."

"You know that as the number of vehicles increase, there are new problems all the time. While we used to work on jobs as individual problems, now we have to tackle them on a production basis."

"I have so many problems coming up that I cannot afford to miss service meetings or equipment shows. I always get help."

The latter speaker has problems

GAS SALES FAIL TO REACH TOTAL EXPECTED IN 1925

BUFFALO, N. Y., Nov. 25.—Gasoline sales by the larger concerns doing business in this territory have been hurt somewhat during 1925 by the operations of cut-throat competition, in the opinion of officials interviewed.

Very few of the larger operators have made the increase they have had reason to expect throughout the year on account of increasing sales of automobiles and the evident increase in transportation throughout western New York.

Competition had its worst effects earlier in the year when tank wagon prices of the larger companies were around 22 cents and retail prices of their distributors 25 cents. The decline has been rather severe since August and today standard prices are 14 cents tank wagon and 17 cents retail. Lubrication oils and greases have shown a nice increase for the year with most companies.

Texas Company

Sales are running somewhat above last year on a comparative basis and the volume is considerably ahead on account of the opening of approximately fifteen new stations in Buffalo and outside, according to officials of the Texas company. The local office covers Erie, Niagara, Chautauqua and Cattaraugus counties. The Texas company supplies some seventy distributors out of Buffalo.

The Texas Company reports excellent sales in its department of lubrication oils and greases, with an increasing industrial output.

Elmer E. Harris & Co.

This concern, which does a large business throughout the Buffalo territory, including adjoining states, reports between 5 and 10 per cent. increase for the year in its gasoline business, with a larger increase showing in lubricators. The company operates some 30 stations in Buffalo and vicinity, with about 80 distributors besides.

Kendall Refining Co.

Business is fair, the Kendall Company reports, and will show a slight increase over last year. The company started a local advertising campaign a few months ago and has had good results. It has been a good year in lubrication.

Swan-Finch Oil Corporation

Business is reported as satisfactory, with sales running even with last year and some months ahead. Oils, greases and compounds show some activity. This office covers parts of New York, Pennsylvania and Ohio.

ALADDIN HYDRAULIC TO MANUFACTURE JACKS

Denver, Colo., Nov. 25.—The Aladdin Hydraulic Jack Company has started the production of a hydraulic jack to be used for the light cars as well as heavy trucks. The jack is light and compact, weighing only seven pounds, and is simple in construction and easy to use.

J. P. Shelvin, the inventor, has been connected with the locomotive industry for a great number of years, and his jack is an application of the principles used in that work. The plant has a capacity of 1,000 a week at present and plans are being made to increase this production.

—not worries—but they are all ahead of him, not present.

The first man appears to be worrying somewhat about holding his job.

The second man is apparently not giving that a thought.

J. H. NEWMARK, Inc.
250 West 57th Street, New York City
AUTOMOTIVE ADVERTISING

Wide Variety of Patents Covered in Latest List

Special from A. D. N. Washington Bureau

WASHINGTON, Nov. 25.—The latest list of patents granted on automotive products covers a wide variety of devices. The name of the General Motors Research Corporation appears frequently in the list as being assignee for various inventions, while Charles E. Duryea of Philadelphia, one of the pioneer inventors in the industry, is listed as being the assignor of a cooling system to the Reo Motor Car Company.

Improvements on carburetors and piston rings are numerous, according to the patents granted, while various headlight devices are also listed frequently by inventors from all sections of the country.

In the list appears the name of one woman inventor, Dorothy M. Skelton, of Los Angeles, inventor of an exhaust muffler. The first installment of the current list follows:—

Grover C. Allen, assignor of one-fourth to M. Platter and one-fourth to R. L. Rice, Joplin, Mo., center emergency brake and control lever for motor vehicles; Amanda W. Almquist, West Orange, N. J., assignor to Treadwell Piston Ring Corporation, Newark, N. J., rolling machine for piston rings; Carl L. Anderson, assignor to Mechanics Machine Company, Rockfield, Ill., change-speed transmission; Thorndell H. Andrews, Charlotte, N. C., device for raising automobile axles; Horace W. Aspre, assignor to General Motors Research Corporation, Dayton, O., exhaust fan.

Marius J. B. Barbarou, Paris, France, control of carburetors; Charles S. Barrell, Boston, Mass., tension device for tire chain; James Bell, West Medway, Mass., auto stake-holder; Edward H. Belden, assignor to the Willys-Overland Company, Toledo, O., engine support; Herbert M. Brewster, Chicago, Ill., shock absorber; Perry O. Brown, assignor of one-half to G. V. Backstrom, St. Vincent, Minn., vacuum-feed lubricating device; Roy B. Brown, assignor to the Firestone Tire and Rubber Company, Akron, O., diaphragm valve; Thomas D. Bryan, Linden, Cal., locking ring for separable rims; John H. Burkholder and J. A. Chater, assignors to Elite Manufacturing Company, Ashland, O., vehicle jack; Albert A. Bush, assignor to the Firestone Tire and Rubber Company, Akron, O., engraving machine; Paul D. Chamberlain, Fairbank, Ont., Canada, spring suspension for Ford cars and trucks; Charles H. Cole, Pueblo, Colo., brake attachment; Harold H. Collins, Cincinnati, O., auxiliary turning device for motor vehicles; William D. Copper, assignor of forty-nine-two hundredths to H. Weiler and forty-nine-two hundredths to R. C. Sweet, St. Paul, Minn., identifying means for motor vehicles.

Adelard Descares, Montreal, Quebec, Canada, multiple-disk brake; Albert Dewadde, Liege, Belgium, motor brake; Adiel Y. Dodge, South Bend, Ind., assignor to Bendix Brake Company, Chicago, Ill., brake-applying connection; Charles H. Dodge, Chicago, Ill., truck underframe construction; Joseph Droll, Portofino, O., deflector for automobile headlights; John M. Dunlea, Los Angeles, Cal., headlight lens; Charles E. Duryea, Philadelphia, Pa., assignor to Reo Motor Car Company, Lansing, Mich., cooling system.

Ernst Eker, assignor to Morgan & Wright, Detroit, Mich., cushion tire; Fred D. Elliott, Sault Ste. Marie, Mich., frame for license plates; George L. Estes, Oklahoma City, Okla., traffic signal; Herbert O. Ewing, Middleport, O., internal combustion engine; Thomas J. Fay, Brooklyn, N. Y., vehicle construction; Melvin A. Flautt, Waynesboro, Pa., automobile headlight; Eugene A. Ford, Newton, Mass., assignor to R. E. D. Engine Co., Inc., New York City, fuel injection and means for internal combustion engines; Guido Fornaca, Turin, Italy, speed reducer and reverse gear for internal combustion engine.

Harold L. Gage, Salem, Ore., assignor of one-third to F. F. Burya, Woodburn, Ore., light-projecting lens; Jean V. Giesler, assignor to the Fulton Company, Knoxville, Tenn., engine cooling system; Charles Gildrie and M. Bates, Memphis, Tenn., windshield wiper; Morris Goldstein, Buffalo, N. Y., vehicle bumper; James H. Graham, Torrington, Conn., wire spoke for wheels; Harry F. Hansen, Washington, D. C., headlight attachment; Edward L. Harvey, Racine, Wis., bumper; Philip R. Hutton, assignor to the Lebanon Machine Co., Inc., Lebanon, N. H., traffic signal; Charles G. Hawley, assignor to the Baker Wheel and Rim Company, Chicago, Ill., method and means for forming wooden spokes; Lionel M. Hendler, Baltimore, Md., vehicle body.

Oscar R. Hicks, Janesville, Wis., headlight; Wallace M. Houldsworth, Royal Oak, Mich., piston packing; George Homiak, Newmarket, N. H., demountable rim for vehicle wheels; Matthew R. Hulise, assignor to Rex Manufacturing Company, Connorsville, Ind., connecting means for two-part automobile doors; George W. Humphrey, Flint, Mich., tire spreader; Frank M. Iams, Wheeling, W. Va., vehicle signal; George Ingenthron, Hermosa, S. D., wire wheel truck; Robert Fredell, assignor to the General Tire and Rubber Company, Akron, O., resilient tire.

John T. Jenkins, assignor to C. S. Molholm and F. Harvey, Bloomfield, O., and Kenama Company, Bloomington, O., anti-skid chain carrier and applicator for motor vehicles; William E. John, assignor to General Motors Research Corporation, Dayton, O., piston; Charles E. Johnson, assignor to the Piston Ring Company, Muskegon, Mich., pattern for ring forming for piston rings; Ora H. Justus, Parkersburg, W. Va., purifier for gasoline systems; Frank H. Kagarise, Sharpshville, Pa., safety brake lock and brake-locking device for automobiles and trucks.

Charles F. Kettering, assignor to General Motor Research Corporation, Dayton, O., vehicle frame; William A. Klingberg, Akron, Ohio, windshield; Michael Kohl, North Milwaukee, Wis., rim spreader; Gustav Komerek, Chicago, Ill., transmission; Charles R. Lake, Peoria, Ill., combination coach window lock and handle; James S. Lane, Watertown, Mass., shock absorber; Henry Langer, assignor of one-half to the I. E. Palmer Company, Mid-

Repair Parts

TITANIC SPRINGS



Tuthill Spring Company, 760 Polk St., Chicago, has brought out its Titanic spring for 1926 Ford models. It is known as No. 120 and has eight leaves.

Construction is of oil-tempered alloy steel with the patented Titanic hump center, which is claimed to save the spring from breakage at the center, where most of the spring-breaks occur.

Leaves are accurate in measurement and are tapered to give maximum riding comfort. They can be mounted as easily as ordinary centerbolt springs, it is said, and no additional parts or reversing of perches is necessary.

Price, \$6.50.

Eliminating Battery Test Charges Aids Business

Hartford, Conn., Nov. 25.—Reports from battery dealers throughout the city reveal that business has been good and is holding up well. Some of the dealers have worked radio equipment in with car equipment and have become well established along these lines. Sales of new equipment have been quite satisfactory and of course there is always a demand for rental batteries and repairs and overhauling.

It is significant that since the elimination of the service and inspection charge all Hartford stations have done more business. The dealers up to a few months ago had been charging 25 cents for testing batteries, which charge also covered filling with distilled water, cleaning up the terminals, etc. From the beginning of this charge business dropped off.

"It was not so much a matter of the 25 cents we asked for service," said Oscar W. Messmer of the Hartford Battery Dealers' Association, "it was merely the principle of the thing from the owner's standpoint. He had been trained in free service and a charge looked to him like a hold-up. Yet the same owner would think nothing of tipping the man who looked over his battery twice as much as the service charge. It was just a matter of psychology, but it had its effect on the business volume of all members of the association."

The battery dealers are beginning to emphasize winter storage. This line is looked to as a means of keeping up with the overhead during the slack months.

Radio equipment is being pushed hard, not only batteries, but chargers and battery eliminators. Service in radio is being increased in scope materially and it is a fact that battery dealers this season are much better posted on the whys and wherefores of radio requirements.

dietown, Conn., tire and tire fabric; Harry S. Lee, Plymouth, Mich., assignor to M. M. Wilcox, Saginaw, Mich., apparatus for forming valve tappets; Edwin C. Madden, New York City, wheel; Joseph Malanca, Tacoma, Wash., sander for automobiles; Alfred C. Marshall, Purley, England, lubricating compound; Wyeth C. Maze, Wichita, Kan., bumper.

England Seeking New Inventions

London, Nov. 25 (U. T. P. S.).—

The Institute of Patentees has received from the British War Office a list of inventions that are wanted, and the majority of these have to do with automotive transport. The following are details of some of the wants:—

More efficient radiators of the tubular type, with detachable top and bottom tanks. They must be readily repairable in the field and admit of easy cleaning when foul or chalky water has to be used.

A lighter type of wheel for giant straight-wall pneumatic covers, which must be suitable for the works department standard eight-stud fitting and comparable in price to the existing steel disk wheel. Also an improved type of rim to facilitate attachment and detachment of the giant straight-wall tire.

A method of obtaining three-point suspension for the light lorry and van types of motor vehicle chassis by single-point support at the front axle without increasing wheelbase or decreasing steering lock and road clearance—i. e., the front axle must not be further in advance of the engine crankcase than it is at present, its lowest point must not be nearer the ground and the arc of travel of the front wheels when steering must not be reduced.

A bullet-proof pneumatic tire unaffected by extremes of climatic heat or cold, giving the same intensity of pressure per square inch on the ground and the same resilience as the standard pneumatic tire.

Means of eliminating sand and dust from carburetor air supply of motor vehicles used in desert countries (wire gauzes are useless in this connection).

Still Running!



One of the first products of Henry Ford's automotive factories, an ancient engine number 958, is still running and in good condition on Siltcoos Lake, in Western Oregon. It is a two-passenger coupe which will sell for about \$500. The company is incorporated for \$300,000 and the directors are Mr. Gunn of this city and Guy H. Little and John R. Wood of Heikimer.

The motor was cast in two blocks, and each cylinder has a priming cup. Only a few slight changes have been necessary to make the engine ideal for a small motorboat.

'VERTICAL CLUSTER EIGHT' IS NEWEST INVENTION

Utica, N. Y., Nov. 25.—John K. Gunn of this city, who is claimed to be the original designer of the eight cylinder engine, has invented a "vertical cluster eight" engine.

The newly incorporated Gunn Motor Corporation is getting ready to manufacture a two-passenger coupe which will sell for about \$500. The company is incorporated for \$300,000 and the directors are Mr. Gunn of this city and Guy H. Little and John R. Wood of Heikimer.

Production Nickel Plating

Rust Proofing

Electro Sherardizing

Manufacturers of

THE WISE ACORN NUT

THE

WISE INDUSTRIES

1033-43 Mt. Elliott

DETROIT, MICH.

Six Sedan
\$1795
f. o. b. factory—plus war tax

Built Up To a Standard
Not Down To a Price

Pride In Performance

When a man drives a Rickenbacker Six he knows that no one can pass him on the road—unless he gives consent.

He knows that when he comes to a hill—no one can go up faster.

He knows that in traffic he can get away first.

He knows that, in an emergency, by applying his brakes, the car will stop—absolutely—and yet smoothly, without skid or jar.

When a man drives a Rickenbacker Six he finds the car is impatient on steep grades—he passes everything in front of him if the road is clear.

On straightaways he finds himself also passing car after car.

Yet he does not seem to be driving fast—rather the car seems to be coasting all the time.

At 45 miles an hour he seems to be going thirty—especially if he has been used to other cars that labored, vibrated and made a lot of fuss at this speed.

When he drives a Rickenbacker Six he will wonder what has become of all those grades and bad spots that used to worry him.

It is these qualities—the powerful, yet silent motor, the wonderful springs and the absence of noise and vibration—which make this car first choice of men who know most about motor cars.

RICKENBACKER MOTOR COMPANY, DETROIT, MICHIGAN

Famous "Six" Prices	
Phaeton	\$1495
Brougham	1595
Roadster	1595
Coupe-Roadster	1695
Sedan	1795
De Luxe Coupe	1995

f. o. b. factory, plus war tax

Vertical "Eight" Prices	
Phaeton	\$1995
Brougham	1995
Roadster	1995
Coupe-Roadster	2095
Sedan	2195
De Luxe Coupe	2320

Rickenbacker

A CAR WORTHY OF ITS NAME

MOTOR LINES IN CANADA POPULAR

Other Prairie District Carriers Forced to Economize

WINNIPEG, Nov. 25.—Automobile competition is forcing transportation companies on the prairies to adopt more economic methods.

Drastic reduction in cost of operation without reducing labor's earning capacity is the wire edge on which hang most of the experiments in this direction through western Canada. Unions regard the advances with frank suspicion, for wages constitute the big item of expenses.

The Street Railway Men's Union has voted to strike to prevent the use of one-man cars on certain outside lines in Winnipeg. On the steam roads the unions insist on a regular train crew and engineer being carried where gasoline cars adapted to hauling passengers and freight replace a local train and locomotive. On the interior waterways, where the internal combustion engine is to replace the old steam machinery, the unions insist on a "no crew reduction agreement."

It is the old conflict in a new form between machinery and displacement of man power. Antiquated machinery on the vessels of the interior lakes and rivers of western Canada has survived for ten to twenty years beyond its natural life because of this labor contention.

Nine months of the year on these prairies the automobiles for passengers and freight simply put the railroads out of business, as far as short hauls are concerned. Here a "short" haul covers anything within 300 miles. Aside from the private car, buses operate between every village and city. They collect passengers from door to door, and their bags, and deposit them at their homes or hotels. The same rule applies on freight. Economy favors this competition with the old order.

Every effort toward more economical administration by the steam roads, street trams and water transportation companies is met by the demand of labor that no decrease in number of employees shall be made.

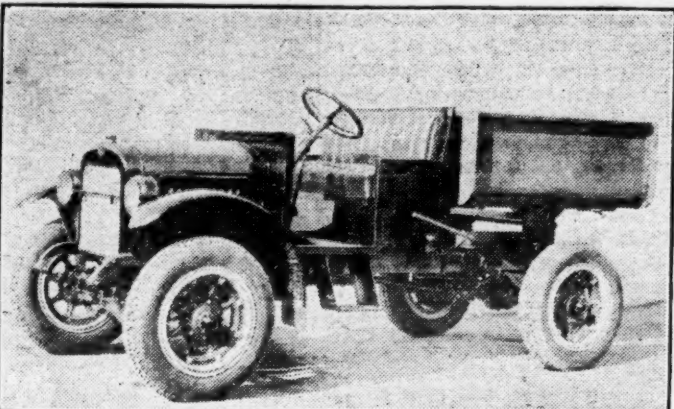
For some years plans have been maturing for hydro-electricification of all the mountain railways in Western Canada. Adequate water power is available along these roads. The cost of installation is not prohibitive, even when based on present earnings, but the cost of replacement in motive power is heavy. Man power saving is one of the economic appeals of the proposed changes.

There is where the unions come into the conflict. No fireman is required on an electric locomotive; no men are required to operate coal and fuel chutes and no one need be around the electric locomotive all night to keep up fires. These items, however, cannot be saved in electrical operation if present protests of labor are respected.

On these inland waterways, four to ten firemen are necessary on old style machined boats and at many ports much labor is constantly employed in refueling the vessels. These are being replaced by internal combustion engines, but the unions want provisions made for men so displaced. On Winnipeg street railway lines, in some suburban divisions, a saving of one man has been made on many cars. Some hundred men have been displaced by this new idea. Gradually the one-man car is making progress. Percentage of accidents, delays and other slowing down factors has not increased.

But the union has given its executives authority to call a strike in protest. The city council has sustained the company's new policy, based on statistics from other cities as to the practical economic

THE NEW 1½-TON GRAVITY DUMP TRUCK of the Republic Motor Truck Company, Inc., Alma, Mich. It takes a 1½-yard gravity dump body. All steel wheels and 32x6 pneumatic tires are standard equipment. The 110-inch wheelbase makes for ease and speed of handling.



BUS LINES' STATUS IN TEXAS SOUGHT

Austin, Tex., Nov. 25.—Operators of motor buses and commercial motor trucks are much concerned in Texas and elsewhere as to the probable action of the Texas Railroad Commission in fixing rates and establishing regulations for the business, and especially in knowing just what influence railroad competition will have in the adjustment of rates and regulations.

The attorney general of Texas has ruled in an opinion to the commission that trucks or buses operating on fixed schedules over designated routes and accepting public business for which charges are made are common carriers and subject to the regulations of the railroad commission.

To ascertain what persons, firms or corporations are affected by this ruling, the commission has sent out a questionnaire to all operators of motor trucks and buses in Texas. Announcement is also made that no general rate schedule will be promulgated changing rates as they exist at this time without a public hearing. The questionnaire, to which full and complete answers are requested, propounds the following eleven questions:—

1. Give full business name of person, firm or corporation, with post office address and street number, where located in a city.
2. Do you operate motor trucks for carrying packages, papers, money or property?
3. If you do, state fully and clearly exactly what character of business you conduct, whether you operate along a designated route or routes and at regular intervals, or hold yourself out only to make such trips as business may be offered you.
4. What character of goods do you handle?
5. What rates do you charge? Give any classification you may make of goods handled. If you have a printed schedule of rates, attach a copy to your answer.
6. How many trucks do you operate and how many different routes do you make?
7. Do you operate a motor bus for the transportation of passengers?
8. If you do operate a passenger motor bus, then say if you handle property, money, papers, packages or other things in connection therewith. If so, what is the general character of such goods so handled and rates charged?
9. How long have you been engaged in the business of motor transportation?
10. Do you provide insurance to protect shippers from loss or damages, or passengers against personal injury?
11. Give the average number of pounds of all kinds and character of freight or property of any kind handled per month since January 1, 1921. If you are unable to state this exactly, give the best approximate figure you can of the amounts handled.

value of one-man cars. It is the logic of economic progress in tram operation all over the continent, transportation men claim. Earnings have been decreasing and cost of operation increasing. Economy in operation or reduction of service is inevitable. The union claims its objection to one-man cars is, not that they displace employees, but that a car operated by one man is unsafe to other street traffic and to the man operating the car.

If labor and capital continue so far apart in this region, trouble may be experienced in finding money for maintenance of present plants, to say nothing of capital for replacement.

Bus Activities

INCORPORATION SOUGHT

Richmond, Va., Nov. 25 (U. T. P. S.).—Application for a charter of incorporation for the Carolina Coach Company, a \$2,000,000 enterprise, for the purpose of operating bus lines from Raleigh to Greensboro, Rocky Mount, Wilson and Fayetteville, has been filed in the office of the secretary of state at Raleigh. The new company is the result of the purchase and consolidation of bus lines out of Raleigh by Hambleton & Co., investment bankers of Baltimore. Officers of the new company have not yet been named, but the central offices will be in Raleigh, it was stated.

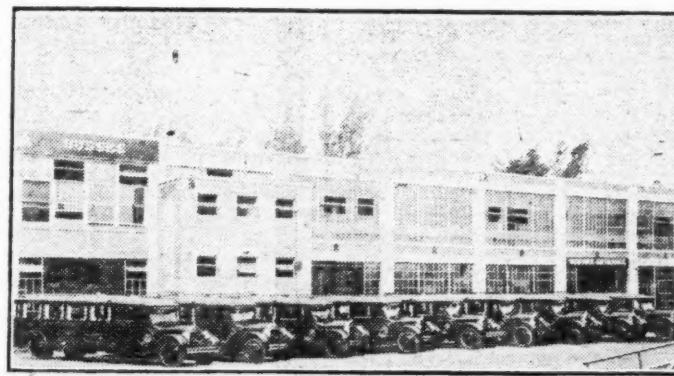
BUS LINES LIKED

Fitchburg, Mass., Nov. 25 (U. T. P. S.).—Within a year it is expected that the last street car will be operated over the Fitchburg & Leominster Street Railway Company lines. That the street cars are doomed was indicated when the officials of that company declared the trial buses now being operated by them had been given a wonderful reception by the riding public and would be made permanent and several more buses would be put on as soon as the deals could be made.

LINES CONSOLIDATED

Trenton, N. J., Nov. 25.—The Public Utility Board has granted the application of the Public Service Transportation Company for approval of the consolidation of its Somerset and Arlington bus lines into one route, to be known as the Arlington line, and for the operation of five buses on this route.

Macks of N. E. Transportation Co.



New York, Nov. 25.—In hopes of eventually enlisting the interest and attention of bus drivers everywhere the International Motor Company, manufacturers of Mack buses, has inaugurated an extensive safety campaign among its own drivers.

The present plan is one in which the bus driver, upon taking employment with the International Motor Company, signs an agreement attested to by a notary public. This agreement will be in-

C. & N. W. R. R. Tests Gas-Electric Engine

Milwaukee, Wis., Nov. 25.—The Chicago & Northwestern Railroad Company is experimenting with internal combustion gasoline engines, such as are used on automobiles, for motive power for locomotives. A 60-foot gasoline locomotive has been built and is being tried out on a stretch of seventy-two miles from Clinton to Anamosa, Ia. Another is to be tested between Kenosha, Wis., and Rockford, Ill., about seventy-five miles. Tests already completed have indicated that such a locomotive can operate at one-third the cost of a steam locomotive.

TWO STATES TO END TRUCK WAR

Indianapolis, Nov. 25 (U. T. P. S.).—Both Indiana and Ohio have acted officially to end the Ohio-Indiana truck war that has been going on for a year, during which time Ohio state officials have been active in arresting Indiana motor truck operators who, in regular or irregular and occasional trips, hauled goods into Ohio.

The two states appointed reciprocity committees which will have power to come to some official agreement between the states. This action follows a visit of three of the Indiana public service commissioners to Ohio when some such action was requested, based on a law passed by the last Ohio Legislature, which made such a committee legal and gave it full power to act.

Another factor that has been said to influence action was the formation here recently of a new Indiana trucking organization, which proposed a boycott of all Ohio automotive factories, and a plan whereby warrants for arrest of Ohio truck operators into Indiana would be sworn out by local truckers near the state line in the event that the long-standing truck war was not ended.

The reciprocity commissioners for Indiana are Frederick E. Shortemeier, secretary of state; Arthur Gilliom, attorney general, and a member of the service body. The Ohio men appointed or the reciprocity body are reported as Thad H. Brown, secretary of state; George F. Schlesinger, director of highways, and George Poor, utility commissioner.

Another help in bringing about the reciprocity proposal was through the local Indianapolis Chamber of Commerce and the Cincinnati Chamber of Commerce, whose secretaries have acted to persuade officials of both states to end the trouble.

BUS LINE TAXES HELD TOO HIGH

Head of Coach Co. in Chicago Quotes Statistics

CHICAGO, Nov. 25.—The most serious deterrent to the progress of motor bus transportation is the tendency to tax the motor bus off the street in most large cities, according to John A. Ritchie, president of the Chicago Motor Coach Company.

In Chicago the motor coach company has obligated itself to pay for a new pavement every twenty years on each boulevard it now uses.

"During the twenty years for which we have franchises from the park boards we estimate that we will pay \$7,500,000 in park compensation alone," said Ritchie. "A mile of park paving thirty feet wide costs about \$65,000. In twenty years, therefore, we will pay for the repaving of 113.5 miles, which is within five miles of the total mileage of boulevards and parks we are utilizing."

"Our taxes for various purposes for the year ended September 30 totaled \$384,302.48. During that period we have operated an average of 368 buses, so our average taxes per coach were \$1,044.30."

The tabulation of the taxes for the year ended September 30 follows:

Personal property	\$7,764.00
Real estate	14,460.58
City license fees	12,940.86
Park board franchises	200,799.76
State capital stock	1,875.00
State vehicle license	56,594.10
Federal capital stock	3,823.98
Federal automobile	8,255.10
Federal income	77,789.91
Total	\$384,302.48

The park fees are distributed as follows: Lincoln Park, \$48,169.43; south parks, \$105,530.69, and west parks, \$52,049.64.

Ritchie contends that the motor bus does not injure any pavement properly laid.

"In New York there is pavement on Riverside Drive which shows no wear but on which the buses have been operating for fourteen years. In Chicago there are pavements with no perceptible wear on which there is by far more bus operation than on Michigan Boulevard in the downtown district. In Chicago we paid last year 8.64 per cent. of our gross income in taxes. That was \$1,044.30 per coach."

"The Fifth Avenue Coach Company in New York paid 9.5 per cent., or an average of \$1,684 per coach. The People's Motorbus Company of St. Louis paid 9.84 per cent., or \$1,467 per bus. There are other striking illustrations, as in Baltimore—the percentage—so I am informed—is much higher than any cited above."

"We are pioneering, as did the railroads and other public utilities, but above everything else we are attempting to give service. We are not asking for a subsidy, but we do not want to be taxed out of business."

"Some of our routes are unprofitable, but we are willing to take the lean with the fat if the public officials will not burden us with impossible taxes of all kinds."

A suit is now pending in court to determine the city's powers over motor bus transportation and the use of city streets. Ritchie says it is a test suit to protect the stockholders in the company, not for the purpose of attempting to run over the city government. He says the company is doing its best to cater to public sentiment rather than oppose it.

TWO LINES JOINED

New Castle, Pa., Nov. 25.—Announcement is made here that the New Castle to Grove City auto bus line, which has been in service for the past two or three years, has been joined with the Grove City to Franklin line, and that through service via bus from New Castle to Franklin is now available.

TIRE SITUATION IN FRANCE TOLD

Correspondent Writes
Of Various Phases of
Industry

Special to the Automotive Daily News
Concluded from Wednesday's issue.

There are two price lists in use in the French tire industry. One is called the "Public Price List" and it names the prices at which the tires are to be sold to the private consumer. The other is the "Confidential Price List." It is about 10 per cent. lower than the retail list and is supposed to show the prices to be paid by dealers. As a matter of fact there is hardly a car owner who does not know of the existence of the "confidential" list and who does not expect the dealer to split with him some of the difference between the "retail" and the "confidential" prices. The public is less aware of the discounts allowed dealers on the "confidential" prices.

These discounts are not allowed the dealer on the invoices accompanying the shipments made to him.

They are rebated, at the end of the business year, as a lump sum and their percentage varies according to the total amount of business done. The scale of these percentages is specified in the contracts signed by the dealers at the opening of each year. It varies from 3 per cent. for small total sales to 10 per cent. for the largest amounts. Michelin's competitors generally allow their dealers 1 or 2 per cent. more than he does on the same gross total.

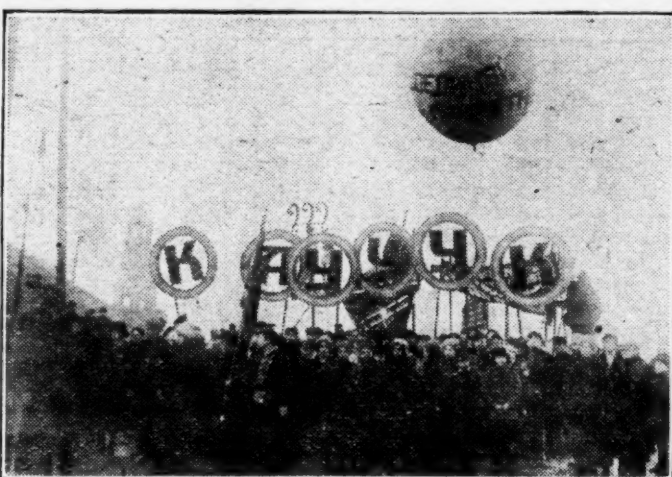
The dual price list and yearly rebate system apply not only to tires but also to all that pertains to them, inner tubes, accessories, tools, repair materials, etc. The substance of the system is to avoid as much as possible the dealer scattering his efforts on several makes of tires and is a consequence of the spirited fight going on between the various makers.

Exclusivity contracts have shown their worthlessness. Michelin long fought for them, his competitors did not, and he soon found out that even dealers who had contracted to handle his tires exclusively were selling others on the quiet when their customers asked for them. With the yearly rebate system a dealer splitting his total sales between three different makes would only get a rebate of, say, 5 per cent., from each of the three makers on the portion of his business done in their tires, while he will probably get 8 or even 10 per cent. if his whole business has been done with a single maker. That this policy has loop-holes in it is shown by the fact that for 1926 Michelin is striving to reinstate exclusivity contracts of a more stringent nature than ever heard of in any industry. So strict are these contracts that many dealers, tired of a situation that makes tire sales unprofitable for everybody, are balking and taking on competitive makes.

France today has about 600,000 cars and delivery wagons, or trucks, using pneumatics. There are about 15,000 automobile dealers and repairers who can legitimately sell tires. Of these about 7,000 officially carry tire stocks, the others doing tire business on what practically amounts to a cash-and-carry basis.

In addition, the dealers have to put up with the competition of about a score of mail-order accessory houses, with the price cutting done by other accessory houses, which specialize in seconds and in retreaded tires, and, finally, with the competition of the tire makers themselves, who, following Michelin's lead, now reserve the right to sell direct at "confidential" prices to all bona fide firms, engaged in any line of business, operating more than five cars or trucks, either to take the boss to

THE REVOLUTION CELEBRATION IN MOSCOW, showing a group of workmen from a rubber factory, with a balloon of their own production, as they appeared at the celebration of the eighth anniversary of the revolution in Moscow, Russia.



International Newsreel Photo.

Tire Dealers in Pa. Also Selling Radios

Beaver, Pa., Nov. 25.—Tire dealers of this vicinity have almost without exception gone into the radio business in an energetic manner, thus balancing their business throughout all the seasons of the year.

Charles Johnston of Johnston Bros., Rochester, Pa., largest tire dealers in that city, says: "The time is past when a man or a storekeeper can work six months of the year and loaf the other six months. The radio is one solution of this unbalanced mercantile condition for the tire man."

Today this firm is one of the leading radio dealers in the county. Thomas Tire Company of Freedom, the Grand Hotel Tire Company of Beaver Falls, and many others have followed this practice successfully.

his club, to carry salesmen around or to deliver goods.

There hardly could be better evidence of the hardship inflicted on the retailer than that the manufacturers in any industry are forced into the obsolete spirit of trying to kill each other commercially. The hardship is on the makers also, as the small profit possible for dealers has compelled tire manufacturers to almost always send their tires out on consignment. Very few dealers avail themselves of the 1 or 2 per cent. additional discount allowed on tire stocks purchased outright, and the immense majority of them prefer to forfeit this discount, let the maker carry the financial burden of their stock, and make settlement only as sales are made. The usual policy is to consign a stock to every new dealer signed up, and then to make him pay for the tires he orders to keep up his stock to normal as sales are made.

This necessitates each manufacturer keeping up a small army of traveling inspectors calling on the dealers to check up whether the factory owned stocks are kept complete and whether all tires sold have been properly reported or replaced by a purchase. It also entails considerable book-keeping at headquarters, all of which increases selling cost.

A peculiar consequence of this situation is the fact that British motorists pay for quite a portion of the tires used by their French brothers, and this may be taken as a proof of the justice of economic laws, in that it offsets, for the French, some of the hardships of the British Stevenson plan. The roundabout way in which this compensation takes place is the following: Dunlop, who is the big factor on the British tire market, has been wise enough to keep his home prices at a paying level, as shown by his British company's balance sheets. Michelin, who also does a large business in England, and is not as aggressive there as he is in France, largely profits by these prices. Goodrich has long had a

CASH BUSINESS IN TIRES LIKED

Pine Bluff, Ark., Nov. 25.—Durham Brothers, tire and accessory dealers of this city, say business is holding up well, but is not as good as it was a few weeks back. The rainy season seriously interrupted sales a short time ago.

This firm handles the Goodrich and several other brands and sells for cash only and the officials find this system highly satisfactory. Nine out of ten tire dealers fail, they say, and the cause of failure is selling on credit. The company thinks that if a man is able to own and drive a car he should be able to pay cash for tires and accessories and other supplies for his car.

Selling for cash enables the dealer to have a more rapid turnover and is a much more satisfactory method of doing business than any other. It makes it possible for the dealer to sell at a closer price, passing the saving on to the customer.

Mail order tire concerns and large mail order concerns having tire departments have seriously interfered with the tire business in this section of the country. In many instances customers claim that they can buy tires cheaper from a mail order concern than they can from a regular retail dealer. Should a mail order tire go bad, the buyer will often say nothing about it. Especially at the present time are mail order prices hurting trade, probably due to large buying of stocks ahead, Durham Brothers state.

The country people have had considerable money to spend this fall, it is reported. Though it is thought that from now to the first of the year country trade will slacken up a bit, due to the setback of the rains, and to expected Christmas shopping.

good position on the English market, so that, finally, the money made in England is what supports the low prices prevailing in France, and the still fiercer fight put up between Michelin and Dunlop in Italy, with Pirelli as a third party, Goodrich keeping out.

The standing of Michelin with the car makers is upheld by his being a prominent figure in all industry confabs, by his knowing how to so donate money for worthy purposes that it will come back in other ways, by his keeping up a costly engineering and research organization doing useful work for the makers using his tires, and, perhaps above all, by his having put out a disk wheel which the public demands and which he will not supply unless it leaves the factory with his tires on.

The factors thus working in his favor make the compliment all the greater, for Goodyear, and especially Goodrich, who so gallantly represents American tire enterprise in France.

High Pressure Tires Lead in Utah District

SALT LAKE CITY, UTAH, Nov. 25.—The supply of tires in the state is very satisfactory now, wholesale firms report. Business is rather better than usual for this time of the year.

In spite of two snowstorms so far this season the roads are open and automobile traffic is unhindered. The wholesale firms say the change this year in regard to the dating of orders will prove a good thing for them. The dealers have expressed no opposition to the plan being put into operation.

Tire dealers who do vulcanizing appear to have stocked up pretty well with repair materials in anticipation of the recent advance, and wholesale firms say business in these materials right now is a little slow.

There is still a lot of vulcanizing, and the demand for used tires is greater than before. There is talk of another raise in the price of tires. The public attitude toward these increases is becoming that of resignation, and dealers, too, do not have to fight quite so hard to pass on these increases as they did.

Balloon tires, which were immensely popular for a time, are said to be giving little satisfaction to many here. An official of a wholesale tire firm on Motor Avenue said today that people complain because the balloons will not give as much mileage service as the high pressure tires. "They are going back to high pressures now in many cases," he said.

If balloon tires should be popular anywhere it is in this section of the country, where many of the roads are not in as good shape as in the older settled parts of the country. It is not believed that balloons are going to lose out entirely in this section, but there would seem to be no use denying the fact that they are not quite as popular as they were.

The industrial situation continues highly satisfactory. Collections are better than normal and there is generally a spirit of optimism that has not struck this state for a long time.

The Chamber of Commerce here is putting the finishing touches on a drive for another advertising fund. Seventy-five thousand dollars is the objective. This matter is of interest here because of the fact that the fund will be spent, in great part at least, toward bringing more tourists to Utah, and the tourist business has already proved of great value to the tire industry here.

TOPEKA

Topeka, Kan., Nov. 25.—The increase in the number of new cars in this territory has brought its corresponding increase in the business of the tire men. Right now it is a little slack, with weather and the prospects of a price drop influencing the reluctance of the autoists to buy new rubber. Nevertheless the tire men declare this November will be one of the best in years.

The tire repair men say almost the same thing, but qualify by saying that the repair business is really falling off, because it is about on the same status of the business of three or four years ago, when tires were higher in price. Now the autoists are not using their tires so long, preferring to get new ones than to make any very expensive reconditioning.

About half the tires sold here are in Ford sizes and about half of them are balloons. The number of balloon tires sold is steadily increasing as new car owners acquire balloons with their new models.

"It takes about a year before the first set of balloons require any replacement, and maybe longer, so we tire men are just about that much behind the actual number of balloon users," declared P. A. Nickelson of the Kelly-Springfield distributing shop. "We are just now recovering from the slump in balloons that we suffered because of the failure of low pressure tires on cars not fitted for balloons to give satisfaction. Of course the slump in balloons caused a slight increase in the cord sizes, but I look forward to the time when a large por-

tion of the business will be in the low pressure tire."

NEW HAVEN

New Haven, Conn., Nov. 25.—"Our tire sales are holding up exceptionally well for this time of the year," says H. Schwartzman of Schwartzman Brothers' tire store. "We were obliged to change to larger quarters on account of our increased business," he continued.

Practically all of the tire dealers in this city report big sales. A few report that they are experiencing the usual winter drop. Taking everything into consideration, however, tire sales in this territory for 1925 will be much greater than they were in 1924. Balloon tire sales are increasing, the survey shows.

N. J. ISSUING PLATES

Trenton, N. J., Nov. 25.—New automobile license plates for 1926, were placed on sale throughout New Jersey on November 16.

More Than A Newspaper An Institution

The Automotive Daily News is more than just a daily trade newspaper—it is a great institution for a likewise great industry. It had reached this high pinnacle through its honest and unbiased editorial policies. By giving all the news of the whole automotive field WHILE IT IS NEWS. Because it is for every man connected either directly or indirectly with the industry. And there is another reason: Because the Automotive Daily News contains:

News That Is Authoritative And Reliable

Conducted by national authorities that have been connected with the automotive industry since its beginning, the Automotive Daily News gives you all the news of all automotive activities in an authoritative and accurate manner.

Automotive Daily News, ATP
1926 Broadway, New York, N. Y.
Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below.

<input type="checkbox"/> 1 year	at \$12.00
<input type="checkbox"/> 6 months	at 6.00
<input type="checkbox"/> 3 months	at 3.00

I enclose \$..... or I will send \$..... upon receipt of bill.

Name.....
Street.....
City.....State.....
Connection with industry.....

Oklahoma's New License Law Effective January 1

OKLAHOMA CITY, Okla., Nov. 25 (U. T. P. S.).—Oklahoma's State Highway Department has laid plans to "shut down with a vengeance" on all automobile owners in its campaign to collect all motor license fees before midnight on January 1, 1926.

All automobile, truck and motorcycle owners who do not have their vehicles equipped with 1926 tags by that date will be arrested, according to an announcement of the department. The worst part of it for the automobile owner is that Oklahoma's 25 per cent. increase in license fees will go into effect in this collection.

The lowest fee, for the first year of ownership on a car worth less than \$549 is \$12.50, while for a car valued from \$4,950 to \$5,049, the cost will be the sum of \$80. The lowest fee for a truck, one of 1,500 pounds capacity, or less, is \$15 for the first year, while a truck with a capacity of 8,001 pounds or over will let its owner in for a "gold-plated" license tag costing him \$300 the first year.

The lowest rate of any license in the state is for the car costing less than \$549, which is three or more years old. The fee then will be \$8, and if the owner keeps the car twenty-five years thereafter he will have to pay his \$8 a year just the same.

But the man who bought a car which cost \$1,500 will have to pay as follows: First year, \$29; second year, \$23.20; third year, \$18.56, and \$14.86 thereafter forever.

On top of this, each automobile owner will have to pay \$1 for a certificate of title. This certificate of title will be put in a metal container, sealed up, and given the car owner to put on his car in a place specified by the highway department. No car can be sold or passed as security unless this metal container is in place and untam-

pered with, and the owner is liable to punishment if he fails to have it on his car when an officer requests to see it, or if it has been tampered with.

If the car owner buys his license tag from any one of the authorized dealers placed in the seventy-seven counties of the state, he must plunk down 50 cents additional as a fee for the owner of the agency. Some owners of such permits from the state will make \$10,000 or \$12,000 for their work. It was announced. If two witnesses are required to establish the title of a car, then there will be another 50-cent fee to pay.

And, when the automobile owner drives his car, all tagged up in expensive new dress, to the gasoline station, he has his attention called to the fact that Oklahoma has a three cents a gallon gasoline tax to pay, and that he already has contributed a large sum of money to Oklahoma's roads and bridges in the past, by this route.

All the new license regulations were passed by the last Legislature and go into effect for 1926. Heretofore, in the matter of licenses, it was the usual thing to let them go until about the last of March, and then begin collection on a 10 cents a day penalty, until late in the fall. Then a few cars were seized, and owners forced into buying licenses. This year January 1 is the deadline, and every one must have his license.

Here is a copy of the new tax rate, as passed by the Oklahoma state Legislature, and under which the collections will be made this year:—

Value from—	1st year	2d year	3d year	4th year
1 to \$49.....	\$12.50	\$12.50	\$12.50	\$12.50
50 to 649.....	14.00	11.20	8.96	8.96
650 to 749.....	15.50	12.40	9.92	8.00
750 to 849.....	17.00	13.60	10.88	8.70
850 to 949.....	18.50	14.80	11.84	9.47
950 to 1,049.....	20.00	16.00	12.80	10.24
1,050 to 1,149.....	21.50	17.20	13.76	11.01
1,150 to 1,249.....	23.00	18.40	14.72	11.78
1,250 to 1,349.....	24.50	19.60	15.68	12.55
1,350 to 1,449.....	26.00	20.80	16.64	13.32
1,450 to 1,549.....	27.50	22.00	17.60	14.09
1,550 to 1,649.....	29.00	23.20	18.56	14.86
1,650 to 1,749.....	30.50	24.40	19.52	15.63
1,750 to 1,849.....	32.00	25.60	20.48	16.40
1,850 to 1,949.....	33.50	26.80	21.44	17.17
1,950 to 2,049.....	35.00	28.00	22.40	17.94
2,050 to 2,149.....	36.50	29.20	23.36	18.71
2,150 to 2,249.....	38.00	30.40	24.32	19.48
2,250 to 2,349.....	39.50	31.60	25.28	20.25
2,350 to 2,449.....	41.00	32.80	26.24	21.02
2,450 to 2,549.....	42.50	34.00	27.20	21.79
2,550 to 2,649.....	44.00	35.20	28.16	22.56
2,650 to 2,749.....	45.50	36.40	29.12	23.33
2,750 to 2,849.....	47.00	37.60	30.08	24.10
2,850 to 2,949.....	48.50	38.80	31.04	24.87
2,950 to 3,049.....	50.00	40.00	32.00	25.64
3,050 to 3,149.....	51.50	41.20	32.96	26.41
3,150 to 3,249.....	53.00	42.40	33.92	27.18
3,250 to 3,349.....	54.50	43.60	34.88	27.95
3,350 to 3,449.....	56.00	44.80	35.84	28.72
3,450 to 3,549.....	57.50	46.00	36.80	29.49
3,550 to 3,649.....	59.00	47.20	37.76	30.26
3,650 to 3,749.....	60.50	48.40	38.72	31.03
3,750 to 3,849.....	62.00	49.60	39.68	31.80
3,850 to 3,949.....	63.50	50.80	40.64	32.57
3,950 to 4,049.....	65.00	52.00	41.60	33.34
4,050 to 4,149.....	66.50	53.20	42.56	34.11
4,150 to 4,249.....	68.00	54.40	43.52	34.88
4,250 to 4,349.....	69.50	55.60	44.48	35.65
4,350 to 4,449.....	71.00	56.80	45.44	36.42
4,450 to 4,549.....	72.50	58.00	46.40	37.19
4,550 to 4,649.....	74.00	59.20	47.36	37.96
4,650 to 4,749.....	75.50	60.40	48.32	38.73
4,750 to 4,849.....	77.00	61.60	49.28	39.50
4,850 to 4,949.....	78.50	62.80	50.24	40.27
4,950 to 5,049.....	80.00	64.00	51.20	41.04

TRUCKS

Value from—	1st year	2d year	3d year	4th year
1,500 lbs. or less.....	\$15.00	\$12.00	\$9.60	\$8.00
Trucks of the following capacity:				
1,501 lbs. to 2,000.....	25.00	20.00	16.00	12.80
2,001 lbs. to 3,000.....	40.00	32.00	25.60	20.48
3,001 lbs. to 4,000.....	60.00	48.00	38.40	30.72
4,001 lbs. to 5,000.....	80.00	64.00	51.20	40.96
5,001 lbs. to 8,000.....	160.00	128.00	102.40	81.92
8,001 lbs. and over.....	320.00	256.00	204.80	163.84

NEW HOTEL SHERMAN TO CONDUCT ACCESSORY SHOW

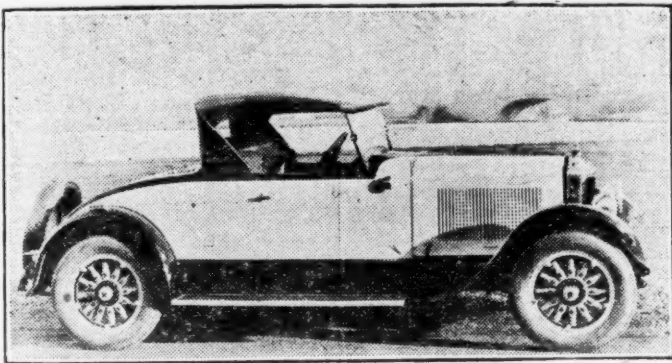
Chicago, Nov. 25.—John A. Servas, exposition manager of the New Hotel Sherman, announces a delivery truck and accessory show to be held at the hotel from February 1 to 6.

"So many requests for exhibit space during the automobile show have been made to the management of the hotel that it was decided to throw open our exposition hall and give all the truck manufacturers and dealers a chance to show together," said Servas.

MOTORCADE INTO SOUTH SHOWS NEED GOOD ROADS

Chicago, Nov. 25.—P. J. Martin, field manager of the National Motorists Association who led the national motorcade from Chicago to the Mississippi Gulf Coast and Florida last month, has returned to Chicago after registering more than 4,000 miles on his speedometer since leaving with the motor caravan. He reports the motorcade was a success despite continued inclement weather.

BLACK AND WHITE! Photograph below shows the new 1926 Diana Light Straight Eight white and black roadster, which the Moon Motor Company claims is an entirely new vogue in roadster body finish. The entire rear deck is done in black.



England Unnerved by Talk Of Higher Auto Taxation

LONDON, Nov. 25 (U. T. P. S.).—Automobilists are displaying considerable nervousness regarding the possibility of increased taxation on automotive vehicles.

The present tax is about \$5 for each horse power, the amount of money so raised this year being estimated to be \$85,000,000. This money constitutes what is known as the road fund and should be used entirely for the development and maintenance of roads.

The Chancellor of the Exchequer, Winston Churchill, is said to be looking for money now with which he can convert a possible budget deficit into a surplus. The rumor is heard that he either intends to raid the road fund or to impose, as an alternative, next year an annual luxury tax on automobiles.

It is suggested that this additional tax might be as low as \$5 on an automobile valued at \$1,000 or less, and be graded up to the figure of \$100 on one worth \$7,500. Government officials estimate that upward of \$30,000,000 annually could be raised in such a way.

Manufacturers and automobilists will no doubt oppose the imposition of any luxury tax. They will equally oppose any diversion of the road fund money for other purposes. Sir William Letts, president of the Society of Motor Manufacturers and Traders, says there is not enough money in the fund even now to meet the amount of road construction needed.

The Ministry of Transport has something like \$100,000,000 in its hands at present, all earmarked for expenditure on roads, but the Treasury, which has the final say as to how public money shall be spent, is holding up the work of construction.

The cost of running an automobile is so high today that an additional tax will cause prospective

new purchasers of vehicles to think again before they make a purchase.

ORDER BRITISH BUSES

London, Nov. 25 (U. T. P. S.).—A contract estimated at between \$150,000 and \$200,000 has been awarded to Guy Motors, Ltd., Wolverton, for the supply of a number of motor-bus chassis to the Rio de Janeiro Tramway Company, Brazil. The Hongkong Tramway Company has also placed an order for a number of buses with the same company.

SIX-WHEELERS FOR WAR

London, Nov. 25 (U. T. P. S.).—The British War Department is convinced that rigid type six-wheel trucks will be of considerable utility for military purposes. Two experimental specifications have been outlined covering vehicles with capacities of 1½ and 2½ tons.

TO USE STEAM COACH

London, Nov. 25 (U. T. P. S.).—At a meeting of the Entre Rios Railways Company, Ltd., a British-owned Argentine railroad, the chairman announced that a passenger steam coach, with a seating capacity of fifty-four passengers, was to be installed over a section of the line where competition with autos is growing. This coach will act as a bus on rails, stopping at passengers' convenience.

BUILD CATERPILLAR TRUCKS

London, Nov. 25 (U. T. P. S.).—The Anglo-Persian Oil Company has induced two truck manufacturing firms to co-operate in the production of a light truck with caterpillar tread for work in the marshes and deserts of tropical countries.

Brief Items Concerning Highway Activities

BUILD ROADS ON CREDIT

Topeka, Kan., Nov. 25.—The Kansas Highway Commission is meeting its expenses with borrowed money and will continue to do so until next July. Walter Van Buck, state highway engineer, estimates that the total to which Gov. Ben S. Paulen's credit will be used will be \$75,000.

TO HOLD BRIDGE HEARING

San Francisco, Nov. 25 (U. T. P. S.).—Major J. W. N. Schultz, district engineer for the War Department, will conduct a hearing at San Francisco on December 11, on proposed plans for a bridge across San Francisco Bay. The War Department has heretofore opposed a bridge across the bay on a direct line between San Francisco and Oakland, but because of the great agitation aroused, it is to reconsider its stand.

BIG ROAD PROGRAM

Beaver, Pa., Nov. 25.—Beaver

county commissioners have announced an extensive road building campaign for Beaver county for 1926, with a total county expenditure of \$1,500,000. With two mammoth bridges over the Ohio River already authorized, a total of over \$3,000,000 will be expended.

CANADA BUILDS ROADS

Montreal, Nov. 25.—Completed reports prepared by the federal highways commissioner for Canada show that during the year 1924 there was expended on the roads of Canada a total of \$31,413,097, of which \$23,000,000 was for new construction, \$1,500,000 for reconstruction, and about \$7,000,000 for maintenance. There are now 422,942 miles of road open for travel in the Dominion.

BUILD 113 MILES OF ROAD

Hartford, Conn., Nov. 25 (U. T. P. S.).—A total of 113 miles of new highways was constructed in Connecticut during the fiscal year

ended September 1, according to a statement issued by the State Highway Department. It has been estimated that to date approximately thirty miles more of highway have been completed since the ending of the fiscal year, but could not be listed in the state's report because final payment for the work has not yet been made to contractors.

PLAN BEACH HIGHWAY

Austin, Tex., Nov. 25.—A Gulf beach highway, from Galveston to Point Isabel, Tex., southernmost point in the United States, is being sponsored by the Texas Parks Board and will be an actuality in eighteen months, D. E. Colp of the board announced here. The drive will be along the flat beach on the gulf side of the long "bar" known as Padre Island. Causeways are being contracted at Corpus Christi and Point Isabel. These will be toll-operated at \$1 per car. The road will be free.

INDIANA DEALERS METHODS DIFFER

Evansville Firms Have Various Time Payment Plans

EVANSVILLE, Ind., Nov. 25.—Interviews with the seventeen largest automobile dealers reveal varied time limits and proportionate down payments on new cars in effect. In general, however, twelve dealers have established one-third and four one-fourth of the sales price as the initial payment.

As to time limit on instalments following down payment, five favored 12 to 18 months; four, 12 to 15 months; three, 12 to 16 months, and four, 12 months; as best suited to meeting local trade conditions. Dealers in the smaller types of cars seemed more disposed toward longer time extensions.

The business standing of the customer is a marked factor noted. One dealer has no established rate on payments, making his sales an individual proposition with the buyer.

"It all depends upon the credit standing of the customer," said John W. Walton, president of the Lincoln Motor Company, Buick dealer. "I do not believe considerably extended time payments are a good thing in all cases. We manage our business along the lines of any other enterprise, every transaction being based on individual conditions."

Several dealers here are in favor of offering still further extension of time in addition to those quoted above, but feel that it would be impracticable unless general sentiment is in favor of the movement.

The "individual" idea is carried out by the A. L. Maxwell Company and the Eckler Motor Company, Ford dealers, who require one-fourth of purchase price and time payment periods of from twelve to sixteen months and from twelve to fifteen months respectively.

E. S. Snow, president of the A. L. Maxwell Company, believes in a 30 per cent. initial payment, and balance in instalments extending over from twelve to fifteen months, depending upon individual standing as best to the interest of the dealer. Mr. Snow does not lose sight, however, of the advantage of smaller down payment and longer balance instalment periods, but believes that it could only be of advantage if all would adopt it. It is readily recognizable that the latter condition would stimulate increased interest on the part of the buyer of modest means.

No hard and fast rule is in effect, according to local men, retail sales conditions being governed by individual standing of the buyer.

Inside Windows Sell Accessories For Battery Dealer



AN exterior view of the Wolcott Battery Service Station, Buffalo, in which the chief accessory display is inside the building.

"TURN you windows inside out and line your pockets with silver" is the motto of the H. W. Wolcott Battery Service Stations of Buffalo—two of them. A. G. Wieckman, the man in charge of one, tried it first and it worked so well that now it's being tried on both. It's a part of the Wolcott sales system, worked out by two able men—Wolcott and Wieckman, who have put their battery stations among the leaders of the business in the city of Buffalo.

They tried turning the windows inside out at their new service station first—at 3043 Main St., Buffalo, which was far out of the business or residential district when it was built, but is in the heart of it now, thanks to the foresight of the two men who made it go.

Trouble With Displays

"One trouble with window displays in the battery or in any auto accessory line," says Wieckman, "is that many of the people you most want to see them never see them at all. They drive right by, unless they want to stop for something."

"On the other hand, take the drive-in service station; it doesn't matter whether it is a garage, a battery shop or what. The car owner drives in and gets out of his car. If the service he wants is small, he stands around on one foot while it is done; if there is a big job, he walks out of your shop. All he sees there is machinery, most of which he doesn't understand and doesn't care about."

"Now, it struck us that it would be a good idea to combine the two—to put our display windows inside the service station. The owner can't hurry past them. There is nothing else for him to look at, so he has to look at them. We take care to light them brightly and arrange them attractively, so he is glad to look at them—and nowadays we make 50 per cent. of our accessory sales right out of those interior display windows."

Outside Windows

"The outside display windows are devoted to a single article and a large poster—something that can be seen from the street and taken in at a glance. The inside windows are given over to small accessories. We tried it first with a few display windows on the inside, and when we found it worked so well, gradually increased till we lined the whole wall with them. The walls of a service shop are a dead loss unless used in this way. They cannot look otherwise than dirty. But when they are filled with bright, clean display windows, they not only look well, but con-

vert themselves into one of the biggest assets we have."

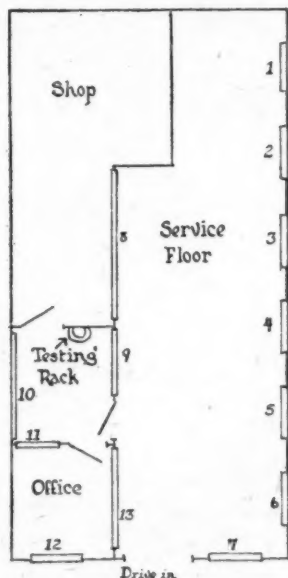
"So we put display windows all round the office and all round the service floor, at the same time shutting off the shop with stout partitions, because in our experience service men can work effectively only when the general public is not leaning over their shoulders and watching them. But it was the possibility of using the inside walls that made us go into a general accessory line, and we have never regretted it."

New Station Opened

The Wolcott-Willard stations were not always in the general accessory line. When the first one was founded in 1918, it was a drive-in battery station pure and simple, and had nothing to do with accessories.

It was opened at 1461 Main St., and at the time was the largest battery station in Buffalo. It was also the first drive-through battery station in the city, and one of the first in the country, and his friends freely prophesied that H. W. Wolcott would not make it go. But he proved that a battery station can be a success even in the large space he used—50x125 feet. It was a Willard station exclusively at the outset, and handled nothing but batteries.

Sales steadily grew in volume, and in the latter part of 1921 the second station was opened at 3043 Main St., and A. G.



LAYOUT of the Wolcott Battery Service Station, Buffalo, showing the location of the display windows inside the building. Numbers 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 and 13 are show cases. The entire stock of accessories is constantly on display in these cases and the customer who drives in for battery service cannot fail to see the goods and be attracted by them.

Lines Walls of Shop and Driveway With Show Cases Displaying Items of Equipment

Wieckman, the man who was responsible for the "inside-out" idea, placed in charge.

Suburban Location

The station has a fifty-foot frontage on Main Street, and is at the center of a section whose rapid growth in the last few years has been one of the features of Buffalo's development. At the time the wisdom of the step was questioned three new stations were over six miles from the business section of the town. Thanks to the original sales and advertising schemes, however, it soon grew beyond its capacity, and today plans are under way for a large addition.

With the development and success of the first inside-out display windows at the 3043 Main St. station, accessories began to be handled in steadily increasing numbers and variety. The space was there to sell them and the accessories kept and sold

better in the display windows than anywhere else. Consequently, almost the entire stock of the Wolcott stations is in their display windows. A careful stock check is kept, of course, to prevent the disagreeable hunt for the right article.

"If you want to sell goods you have to show them to the people you are selling them to," says Wieckman, "and so we put everything in sight. Even the most unlikely articles are wanted by some one if he sees them."

Windows Being Built

At the present time the remodeling of the first Wolcott station is proceeding along lines similar to those used in the other. Display windows are gradually being built into all the walls.

H. W. Wolcott is a believer in free battery service. "For our purposes it is the best thing there

is," he says. "Free battery service is an excellent puller, and when we once get customers in it is an easy matter to sell them something that we make a profit on."

"Moreover, in a station where there is a trained force of service men who know their business and can do it in quick time, free battery service adds so small an amount to the overhead that it is quite negligible."

Advertising

The advertising done by the Wolcott stations consists largely of tieups with the manufacturers' advertising. Postcards are sent out to a selected mailing list every time a manufacturer conducts a special advertising campaign. Newspaper advertising is used generously to boost the accessory business, the favorite method being to use large space in the Sunday automobile sections of the daily papers.

Distributor Has Man To Help Dealers Sell

SHIFTING dealers is a serious as well as an expensive move, the Nash-McLarty Motor Company, Nash distributor of Dallas, Tex., finds; and, working under this policy, the company drops a dealer and takes on a new one only in extreme cases.

Like other distributors, the company is confronted with the problem of keeping small dealers on their toes—keeping them interested enough in their business to make it profitable for the dealers as well as for the house. The company realizes that it is important for a dealer to succeed, not only from a monetary standpoint but because of the reflection upon the car of success or failure.

In order to further encourage dealers to greater activity, the company has one man outside of the regular sales force whose duty it is to go about the territory calling upon dealers whose sales are not showing up as they should and assisting them in actual selling.

G. F. Radley of the company recalls several instances of the special field man, through his efforts, saving the dealer from discouragement and perhaps subsequent failure, necessitating the company's getting a new dealer. In one instance the company had a dealer in a small town in a comparatively rich field who had sold only seven cars in a whole year. The field man went to this town and he and the dealer took a list of the dealer's prospects, and in three weeks sold the same number of cars the dealer alone had sold during the entire previous twelve months. By actual demonstration the salesman showed the dealer that the cars could be sold in his territory; the dealer was imbued with new interest and developed into one of the best small town dealers the company has.

Mr. Radley cites several incidents almost as striking. The company's experience proves that there are few dealers who,

if shown by actual sales that there is more business in their fields, will not go out and get it. And this is a great deal more economical than dropping one dealer to take on another who may be no better.

Impresses Need For Service

Joe Murphy, tire distributor in the San Antonio territory, has posted the following service creed on large and attractive placards about his place of business and furnished his employees with copies neatly printed on cards:

"A customer is a person who spends money here. See that he gets something for his money, plus instant service. Customers conscientiously and honestly treated bring friends, and that is the only way I know to build business."

"Be a mechanic. Do a job you will be proud of and remember some one's life depends upon it. We guarantee every transaction we have with our customers and do things right, so we will have no comeback. We inspect every casing before inserting a tube in it. We use our heads and inflate each tire for the load it is to carry. We remove rust and inspect all rims, which add life to the customer's tire. We give each customer 100 per cent. value in merchandise, a cash register receipt—a smile and a thank you."

PLAN PROMOTES SPRING CAR BUYING

The Transport Motor Company, distributor for Overland, Willys-Knight and Oldsmobile, Spokane, Wash., has put into effect a "winter savings plan," whereby prospective purchasers of cars next spring or summer can make deposits monthly or weekly until ready to take delivery.

Card Index Kept Of Tire Leads

A card index and mail follow-up system has built up one of the most successful tire businesses in Kansas City. At least William Van Kothan, owner of the Van Tire Company, gives his system credit for the growth of his business over a period of years.

"We make a specialty of tying up with all national advertising campaigns of the Firestone Tire Company, whose line we handle exclusively. Then we have a card index system by which we keep line on all customers with the view of making them 'once a customer, always a customer.' Through mail follow-ups we keep our name and service constantly before the prospect."

"But this is not the end of our 'system.' We are on the streets and about the freight loading docks daily. When we see a truck or motor car that needs new tires we take the license number and send a man to see the owner."

Mr. Van Kothan believes the plan of personally inspecting tires on motor vehicles in operation and then calling the attention of the owner to their condition is really a logical way in handling commercial business. "It gives the firm tire inspection service and us business," he said.

TAGS INDICATE WHEN OIL SHOULD BE DRAINED

A filling station operator in Hartford, Conn., hands the car owner a small celluloid tag when he has drained and refilled the crankcase of his car. On this tag is marked the mileage at which the owner should again bring his car in to have this operation performed.

The tag is made so that it can be conveniently hung up any place in the car where it will be constantly in sight. The idea has been a business producer for this station.

Personal Paragraphs

TAYLOR VISITS NEW YORK

Evansville, Ind., Nov. 25.—H. G. Taylor, secretary of the Hercules Corporation, builders of Graham and Chevrolet truck bodies, has just returned from a week's visit to the executive offices of the Ser-Vel Corporation in New York city.

M'GOUGH LEADS SALESMEN

Chicago, Nov. 25.—F. P. McGough of the Velie-Bell Company, Chicago distributor of Velie cars, won first prize in the national sales contest conducted by the Velie Motors Corporation during October, it has just been announced. He was also awarded a special prize for leading the Chicago organization.

TABER GOES TO LANSING

Hartford, Conn., Nov. 25.—Earl M. Taber, vice-president and general manager of Russell P. Taber, Inc., Reo distributor with headquarters at 123 Allyn St. is on a trip to the Reo factory at Lansing. While there he will arrange for an increase in shipments to cover the next few months.

MCLEAN TO SELL CARS

Spartanburg, S. C., Nov. 25.—The City Motor Car Company, local Chevrolet dealers, announces that C. D. McLean, formerly connected with the J. A. Leathers Cotton Company of this city, has joined the organization as salesman.

BROWER IN BUFFALO

New York, Nov. 25.—George K. Brower, who was formerly associated with Durant Motors, Inc., in New York, has just been appointed by the Chevrolet Motor Company as its sales representative in charge of Zone 12, working out of its Buffalo office.

EPPLEY IN NEW POST

Johnstown, Pa., Nov. 25 (U. T. P. S.).—Frank Eppley, who has been connected with the Swank Motor Sales Company in this city for fifteen years, has resigned from

the Swank concern and has just joined the Johnstown Nash Company, distributors for the Nash automobile in this city, with offices and salesroom on Conemaugh Street.

W. G. KLIENE TO MARRY

Dubuque, Ia., Nov. 25.—The engagement of Walter G. Kliene of the Kliene Motor Company, Oakland dealer in Dubuque, to Miss Abbey Lyons, daughter of George T. Lyons, prominent local attorney and former Dubuque city solicitor, has just been announced by parents of the bride-to-be.

DE TULLO ENGAGEMENT

Clinton, Ill., Nov. 25.—Announcement of the engagement of M. De Tullio, Chicago automobile distributor for foreign cars, to Miss Gall Richey, daughter of Mr. and Mrs. L. N. Richey of this city, has just been made.

BURGE ON PRIZE TRIP

San Francisco, Nov. 25 (U. T. P. S.).—John N. Burge, salesman of the Paige company of Northern California, has been in Detroit as a guest at the Paige factory. His trip was the result of his winning fourth prize in a three months' selling contest engaged in by Paige-Jewett salesmen throughout the country. Mr. Burge led all Pacific Coast contestants.

DEALER DOINGS

MYSTERY CAR USED AS SALESROOM STUNT

Hartford, Conn., Nov. 25.—The L. & H. Motor Company, 98 High St., distributor of the Hupmobile, is making use of the so-called "mystery car" demonstration this week with the same sedan which was used by Thomas W. Campbell and C. E. Emery of the company to make the Hartford to Detroit record recently. The car, which is equipped with a mechanical device, travels under its own power up and down an incline extending from one side of the salesroom to the other. The attendance at the demonstration has been good.

NEW CHEVROLET DEALER IN HAGERSTOWN, MD.

Hagerstown, Md., Nov. 25.—C. W. Hoffman has just opened the Hoffman Chevrolet Sales, Inc., at 24 East Franklin St. This will be the first Chevrolet service here since the Ludwig Motor Company discontinued Chevrolets some time ago. Mr. Hoffman has been with the Chevrolet representative in Washington, D. C., for the past five years.

NEW OLDSMOBILE DEALER IN FLINT, MICH.

Flint, Mich., Nov. 25.—The Belford Oldsmobile Sales Company has just taken over the local dealership for the Oldsmobile.

SELLING CHEVROLETS IN PLAINVIEW, ARK.

Plainview, Ark., Nov. 25.—Jess L. Booher has sold his interest in the Danville Auto Sales Company, Danville, Ark., and has moved here and established a dealership for the Chevrolet.

MILWAUKEE DEALER OPENS USED CAR BRANCH

Milwaukee, Wis., Nov. 25.—The Anger-Chevrolet Company has just established a new station in the downtown district at 614 Grand Ave., for the sale of used cars. A floor space of over 12,000 square feet will be utilized. The branch is in charge of C. G. Curtis.

MOON AND DIANA CARS FOR EAST HARTFORD FIRM

Hartford, Conn., Nov. 25.—The Brack Motor Sales Company, on Connecticut Boulevard, East Hartford, has just taken on the Moon and Diana.

"Our Foreign Field"

BELGIUM MARKET FOR U. S. AUTOS

Imports Largely From America, Says Consul

BY JOHN D. LONG

New York, Nov. 25.—"America is our most important source of supply for automotive products," says J. Mall, consul for Belgium in New York city. "The extent to which your country dominates the Belgian market for these products may be seen from the comparative figures for the year 1923. In that year we imported 13,212 motor vehicles valued at 123,191,456 Belgian francs. Of this total 9,210 cars valued at 67,804,582 francs came from America. Importations from other countries were small in comparison to those from the United States. They ran 3,540 from France, 2,481 from Great Britain and 852 from Italy, with smaller numbers from Germany and Austria."

Speaking further, Consul Mall mentioned something quite important. "Our country is a small one," he said, "a little smaller than your state of Maryland, with a population somewhat less than the state of Pennsylvania, and yet in 1923 we took from you the large number of more than nine thousand motor vehicles. This is explained by the fact that 6,584 of these were re-exported to other countries from our great seaport of Antwerp, which ships products to almost every part of the world, American automobiles being an important item."

During the year referred to by Consul Mall, Belgian reports show that automobile parts to a total value of 68,942,744 francs were imported, of which the imports from this country amounted to 37,269,744 francs. Accessories to a value of 8,076,121 francs were imported, 2,214,137 francs value being from the United States.

The United States Department of Commerce reports exports to Belgium for the first seven months of this year numbering 1,963 cars, value \$1,658,203, and trucks and buses 775, value \$299,067.

"Membership in the Automobile Club of America," stated Consul Mall, "entitles the holder to the courtesies and services of the Royal Automobile Club of Belgium, which includes full information regarding roads, routes, recommended hotels and customs regulations. A representative of the Royal Automobile Club will meet your car at Antwerp and arrange for its entry. Address, 63 Rue de la Regence, Brussels. 'Keep to the right' is the rule in Belgium, and vehicles overtaken are passed to the left. Local rules are numerous, but are courteously enforced. Roads are so well marked that one need never go wrong."

"A sum equal to 20 per cent. of the value of a car must be deposited in Belgian francs at the Custom House on entering the car at Antwerp. A letter from an American dealer offering a stated sum for the car, attested by a notary, will be accepted as a basis of valuation. On the car being taken out of the country the deposit will be returned. Members of the Automobile Club of America (217 West 54th St., New York) may make this deposit with the club, taking a receipt which will be accepted by the Belgian customs in lieu of deposit, and surrendered on departure, due notice of departure having been given."

"Each driver must have an international driver's certificate. "Insurance on cars is not compulsory in Belgium."

"Each car must have a Belgian number plate front and back, and if licensed in the United States must show the letters U. S. on each plate."

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

FACTORY REPRESENTATIVES—Correspondence invited relative to openings for branch managers to represent us to the automotive jobbing trade. Openings now at Chicago, Buffalo, Pittsburgh, Kansas City and the West coast. Commission basis. Only responsible individuals with selling experience to the automotive jobbing trade will be considered. Consolidated Equipment Corp., 160 Grand St., New York, N. Y.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.
12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X, Y. Z., Automotive Daily News.

FOR SALE

FOR SALE—Garage and authorized Studebaker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for so doing is ill health.

You have read this ad, so will other people read yours, if placed in our classified columns.

I AM in a position to finance a small manufacturing business. If you have something you think is worth while, that has good possibilities in the automotive field, write and make an appointment.

You have read this ad, so will other people read yours, if placed in our classified columns.

TILE block garage, 30x60, selling popular type car; fully equipped shop, doing good business; 2-room dwelling; good location; requires about \$9,500. Inquire C. M., Automotive Daily News.

FOR SALE—Several good patents in the automobile enclosure line including established business, stock and machinery. Address Box No. 50, Automotive Daily News.

TROUBLE LAMPS

WONDERLAMP

Electro Magnetic Trouble Lamp.
Big money maker for agents and distributors. Every demonstration a sale.

THE WONDERLAMP CO.,
Fisk Building, New York, N. Y.

FLEET OWNER LISTS

OVER 100,000 CARS OWNED BY 1,000 N. Y. CORPORATIONS. These fleet owners offer a huge market for your product. Are you reaching them? Do you know the man to see? There's a list of these fleet owners, kept up to date and giving the name of the right man to see. Used by the largest people in the business. M. MACHOL, 417 Central Park West, New York City. Tel. Academy 8181.

Washington incorporations include the following:—

Carbon Grinding Company, Bellingham, \$12,000; L. A. Harp, C. V. Carson and Cecil Carson.

Reliance Iron and Wire Works, Seattle, \$50,000; R. Peers, W. G. McGee and Warren Hardy.

Paragon Motor Supply Company, Seattle, \$60,000; E. W. Parks and W. L. Grill.

Franklin-Wicks Company, Seattle; automobile dealers; amendment increasing capital stock from \$10,000 to \$50,000.

TO HANDLE SALES OF STARS IN FOREMAN

Foreman, Ark., Nov. 25.—The New Rocky Motor Company has opened as a Star dealership. Lem Matthews, who has been with another automobile firm here, is the

WASHINGTON
Olympia, Wash., Nov. 25.—New manager.

Improvements

START ON EXCAVATION

Olympia, Wash., Nov. 25.—Excavation work on the new \$30,000 George E. Hallock building that will house the Bremerton Motor Company of Bremerton, Wash., has just been started.

TAKES ENTIRE BUILDING

Wichita Falls, Tex., Nov. 25.—R. V. Poynter, manager of the Peerless Sales and Service Company, has just expanded quarters, taking over the Day and Night Garage building, which has been partly occupied by Peerless since its organization a few weeks ago. The building is one story, 100 by 150 feet, and some space will be given over to storage.

IN ADJOINING BUILDING

Little Rock, Ark., Nov. 25.—The Laser Motor Company, which has been located at 917 Main St., has moved its sales and service headquarters into an adjoining building.

OPENS NEW SHOWROOMS

Taunton, Mass., Nov. 25.—William H. McKenney, local dealer for Oakland cars, announces the opening of his new showroom at 73 Broadway.

\$4,000 ADDITION PLANNED

Buffalo, N. Y., Nov. 25.—The Schneider - Trapp Corporation, Chevrolet distributors will build a \$4,000 addition to its service station in Hertel Avenue. Work will be started at once.

QUARTERS REDECORATED

Salem, Ore., Nov. 25.—The Valley Motor Company, authorized Ford dealers has enlarged and redecorated its display room.

48 HOURS AFTER YOUR CLASSIFIED ADVERTISEMENT Has Been Received by the AUTOMOTIVE DAILY NEWS

It has reached thousands of progressive business men in the Automotive industry
JUST CONSIDER THIS!

Also Consider the Exceedingly
LOW RATE

Then you will agree that there is no better medium in which to cover the field

USE IT!